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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIX.

NEW YORK, OCTOBER 20, 1909.

No. 3.

## Real Merchandising

Over 17,000 leading merchant distributors of Advertised goods are directly interested in Advertising in the Butterick Publications because they distribute the magazines to their own customers and see the effect this has on sales of goods in their own stores.

This "merchandising value" of Advertising in the Butterick Publications should be investigated by every manufacturer needing better distribution for his products.



*W. H. Black*

Manager of Advertising  
Butterick Building  
New York City



F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

## Ask Our Advertisers

## Some Facts Which Every American Advertiser Should Know About the Great Canadian Market

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*The percentage of the exclusively French-speaking population of the Province of Quebec is nearly as large as that of Paris.*

No American advertiser would think for a minute of trying to reach the people of Paris through other than French papers. Yet in Montreal and Quebec Province the conditions are almost identical as far as the language is concerned. The French papers are read exclusively by the bulk of the population, which neither speaks nor reads any other language.

# La Patrie

goes into the homes of the best French-speaking classes of Montreal and Quebec Province. It is the high-quality French newspaper—every reader a probable buyer—absolutely no waste circulation whatever.

Practically every retail firm in Montreal which advertises at all, advertises in LA PATRIE.

All the important Canadian manufacturers who advertise to consumers advertise in LA PATRIE.

United States manufacturers whose goods are sold in Montreal and Quebec Province advertise in LA PATRIE.

Proof of the advertising value of LA PATRIE will be sent to any advertiser on request.

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**La Patrie**  
MONTREAL, CANADA

United States Representatives:  
**LaCOSTE & MAXWELL**  
45 W. 34th St., New York City  
**LaCOSTE & MAXWELL**  
Marquette Building, Chicago

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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## CAN "ART" AND MERE GENERAL PUBLICITY SELL AUTOS?

SELLING TALK, NOT EXPENSIVE PICTURES AND "SUGGESTIVE" COPY, SELLS WINTON CARS—IS AUTOMOBILE ADVERTISING BOUND TO CHANGE IN THIS DIRECTION AS INDUSTRY SETTLES DOWN?—AGGRESSIVE REASON-WHY COPY.

*By Charles W. Mears.*

Advertising Manager, The Winton Motor Carriage Company, Cleveland.

The big industry of the automobile, which has not yet lived sufficiently long to eliminate all its foolish practices, is to-day contributing for newspaper and magazine advertising space a greater sum of money than that expended by any other industry, barring those of food products and clothing.

Whether or not this expenditure is a profitable one is in some instances unknown; in other instances the spenders seem not to care whether it is or not. This latter condition will undergo a considerable change as the industry settles down to a sounder commercial basis under the impetus of increased competition and of spreading purchasing-judgment among automobile buyers. And when that time comes in the not very distant future I venture to say that the present flourish of "art" and "suggestion" in motor-car advertising will speedily give way, and such manufacturers as continue to buy newspaper and magazine space will fill that space with selling talk.

No other condition is possible. In its last analysis there is but one "art" in advertising and it is not that of pretty pictures, of

high-brow phrases, or of flashing a maker's name in an otherwise barren space. This one art of advertising as it appears to me—and I speak only from the experience of advertising motor cars—is that which brings one dollar plus six per cent or more back to the advertiser for every dollar he expends. If advertising will not accomplish this result, it ought rightfully to be abandoned, allowing the money which would be appropriated for advertising to be expended along channels where there is some hope of a productive return.

Under this new and inevitable condition we shall hear less of the "attention value" of beautiful pictures, the "atmosphere" of class, and of establishing in the minds of readers "a notion of our leadership." When a man buys an automobile he purchases a specific entity, made of so much iron, steel, brass, copper, leather, wood, and horsehair, put together in a specific form and manner—an entity possible of producing certain results.

Why attract his attention to this entity by something foreign thereto? Has the car itself not sufficient merit to gain that attention? Why suggest "atmosphere," which is something he cannot buy? What profits the consumer or the manufacturer to establish a notion of leadership, when leadership changes with changes in models, and is here to-day and gone to-morrow?

Advertising by "suggestion" is subterranean, intangible, indefinite. It is like throwing a brick in the air and hoping the brick will stay up. It safeguards the advertising agency or advertising writer who fears to put his work to the test of results, and is as

unfair to mediums that can produce when given an open chance as it is immensely profitable to mediums that cannot produce and do not produce when put to the test. Advertising by "suggestion" isn't good business for the automobile manufacturer. He doesn't buy his material by the suggestion route, and he will learn, sooner or later, that consumers do not buy his cars that way, either.

What the consumer wants isn't suggestion but information. Men do not invest \$1,500 or more in a motor car without, at least, desiring to know what they are to get for their money. And this desire for information increases daily. Buyers know more to-day about the elements of the motor car than ever before, and their wisdom increases steadily. Should the advertiser withhold this information until the prospective buyer demands it, or should he offer it in his advertising so that every reader may know what he makes and why he makes it?

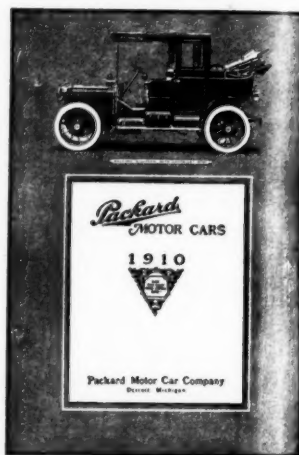
Advertising needs less suggestion and more red blood. Believing that, Winton copy hits from the shoulder. It gives its contemporaries no quarter and asks none in return. We have never heard that Napoleon ever won a battle with sponge-cake bullets or perfumed powder; and business is a battle.

Winton copy seeks, first of all, to give information. All the necessary fiction in newspapers and magazines is supplied by the editorial staff; therefore, we stick to facts. Because we *want* the reader to know about our cars. We know that the more the reader actually knows about our cars, the more likely he will be to want one for his own use. We do not try to "suggest" anything with pretty pictures, nor to enter into competition with the highly efficient art departments maintained by the publications. Why suggest, when by the God-given power of words, we can make a direct statement? Why intimate a nameless something which does not exist, else it would not be nameless?

If an article can be analyzed, if

there is any reason under the sun why it ought to be bought by consumers, consumers ought to be told. The air of mystery in suggestive advertising savors of that other kind of suggestive advertising which has long since been prohibited by the postal authorities. The pretty picture and the "suggestion" may be interpreted to suit the observer's fancy; the definite statement conveys a definite meaning and cannot be misinterpreted.

When a manufacturer isn't up to date in his product, pretty pictures and suggestion provide him material behind which to hide his faults. Some manufacturers resort to vague and indefinite ad-



A "GENERAL PUBLICITY" AD.

vertising because they "can't tell the whole story in a magazine page." Then why not use two or three, or a dozen pages? No advertisement was ever too long until it began "just to fill space." So long as an advertisement tells a live story, so long as it sustains interest, it is brief enough, though it fills the entire advertising section of a magazine.

Some manufacturers observe that they are merely "publicity" advertisers. The reason-why ad-



# THE WORLD'S HALF MILLION LEAD!

Let the friends of Cook and Peary quarrel as they please over the leadership in Arctic exploration and discovery. There is

## NO CONTROVERSY

over the leadership in American Journalism.

Here are the figures of the advertising carried by the Morning Papers of New York City during the first nine months (January-September) of 1909, as compiled by the statistical bureau of the Evening Post:

New York World .	8,226,633 lines
New York Herald .	7,716,958 lines
New York American	5,565,419 lines
New York Times .	5,113,429 lines
New York Sun . .	3,082,016 lines
New York Tribune .	2,123,114 lines
New York Press . .	1,804,687 lines

**WORLD'S LEAD** over its nearest competitor **509,675 lines**

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**THE WORLD CAN'T STAND STILL.**

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Advertisers in the World are Buyers in a Rising Market. They get MORE than they contract for.

vertiser gets all the publicity that the publicity advertiser gets, and, without using greater space or expending more money, exercises a selling influence that the publicity advertiser seems to know not of. We have no more faith in the selling value of publicity copy than we have in the selling influence of automobile races, stunts and free reading notices. And the latter especially constitute an evil that is nearly upon its last legs. When the day comes that there are no more free readers in daily papers, paid automobile advertising will stand on its own merits and will not be under the necessity of competing with the irresponsible and often misleading matter that gets into reading columns.

Advertising need not be a mystery. The people who read it and are influenced by it are human beings, with human tastes and sympathies, and there is no form of advertising quite as effective as that which talks to them as though they were human beings. For that reason we use plain language. We call a spade a spade. We avoid stilted phrases. We try to make our copy interesting, and all the while we make it contain information. And we speak "as one having authority."

We credit financial knowledge to the banker, legal knowledge to the lawyer, and medical knowledge to the physician. The automobile manufacturer has a better knowledge of motor cars than has the layman, and therefore he ought to speak with authority. Anything less means that he is not taking advantage of his opportunity. Because we claim superiority for our product, we are compelled to prove it. That keeps us keyed up. The manufacturer who claims nothing has to prove nothing. He may readily enough fall asleep on his job. Winton advertising doesn't please everybody. Sometimes it jars one's notions of dignity. But there is this much about it: one cannot read Winton copy without knowing what we have to sell and why.

We have instances on record where men, who had already decided to purchase other makes,

have come into our salesrooms to inquire further into some advertised Winton feature. In practically every such instance the result was that the sale of the other car was spoiled and the sale of the Winton consummated. I contend that there is nothing in pretty pictures or other suggestive advertising to excite (in the mind of a man who is practically decided in favor of any other make) a desire to see the "suggestively" advertised car: much less to impel him to go out of his way to see that particular car lest his failure to do so might mean a

## ***Jerks and Repair Bills vs. Continuous Power***

**T**HESE comparisons are the parts most thing  
the car which has such superior parts  
the car-cylinder car differs from the engine  
engine cylinder as this is the best thing in  
many parts.

Perhaps you have thought of it in this way  
may not it be different?

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### **A PAGE OF WINTON ARGUMENT**

grievous mistake in making his purchase.

Advertising is only one of the departments of automobile endeavor that is to-day conducted without proper regard for the dollars at stake. However, it is that phase of the subject with which the public is most familiar, and when readers observe a marked change in the tone of motor-car advertising, a hurried getting down to brass tacks, they may then wisely conclude that the era of common-sense has set in—an era that will bring radical effects in the direction of selling methods and prices.

## PREMATURE GENERAL PUBLICITY.

WASTEFUL AND INEFFECTIVE USE OF SPACE BOTH BEFORE AND AFTER SECURING DISTRIBUTION—LOGIC AND REASONS THE BEST ADVERTISING—A PROMINENT ADVERTISER'S HOUSE TO HOUSE TEST.

By George E. Hall.

Advertising Manager, Andrew Jergens' Company (Woodbury's Soaps, etc.)

As I have said in the past, "The proposition—its age, distribution, limitation of usage, and general fitness to fill a universal want—and refill it—all govern the kind of publicity most necessary. . . . The product may finally inherit, by right of precedence and popularity, the estate of general publicity, which, by the way, is often its age of indiscretion, with 'art' running amuck, and Webster robbed of his richest encomiums."

Examples of premature general publicity abound, and are not getting rarer: Smouldering heaps of almost-successes, that flare up only when some resuscitation expert stirs the embers with a few new dollars, dot the advertising field, and mutely testify to the futility of generalities.

"Keeping the name before the public." There you have it! "Everybody knows our goods, all we need is a general reminder." That is the advertising text of many money-spending, thought-pretending, quickly-ending owners of what are really sparsely distributed products.

I had the absurd side of this claim shown up to me powerfully some time ago in a conversation with the advertising manager of a leading (*very* leading) advertiser, who had been "keeping the name," etc., for many years, but in the past four years is writing pretty plain English, clock full of reasons, and new uses. This man detailed to me tests whereby he had conclusively demonstrated to his firm by an actual house to house canvass of cities representative of different sections of the United States that a surprisingly large percentage of the people had never heard of his

product, though millions had been spent on—"just mentioning it" in 200 or 300-line spaces monthly—for many, many years; and a still larger percentage had heard of it, but not been impressed enough to buy, though a hundred per cent distribution was conceded.

As a result of these tests there developed a radical change in this particular advertising policy which was widely and publicly commented on at the time. I can safely say (knowing there are few, if any, advertisers who have always maintained as thorough a distributing organization as the firm referred to above) that there must be hosts of *trailers*, viz. advertisers, far less fundamentally established, who are airily swinging along at from one to four thousand dollars per page, saying, "Hello people, people hello," or something just as germane.

And, now, I must admit that I used the expression "premature general publicity" as I would have used premature death. That is, an affliction at any time, but doubly so with the best of prospects and years ahead.

There is admittedly a degree of license for the better-known products wherein a pat phrase or line will serve in a supplementary way, even monopolizing a large space, but new reasoners are being developed daily—cite Tommy on his first store errand, and his gathering impressions. There are young minds to teach as well as older ones to jog, and such illuminating information as "Hasn't scratched vet," and preceded by the foreign for "good friend," doesn't entirely suffice, if we are building for immortality—or even if we want to know *what* our good friend hasn't scratched vet.

The editor of PRINTERS' INK, in his note, suggesting this article, says, "I would like to see some definite, practical rules and ideas laid down as to just what is the line between the right time for general publicity, and what is premature general publicity?"

As he wrote this, I can fancy a gleam of fierce joy in his eyes, as he said to himself, "Wonder if I can trap Hall into drawing such a



Wage earners respond more readily to advertisements than any other class. They read advertising the same as they read other news matter. Reaching the wage earner reaches the home. The most valuable of all circulation is home circulation.

Over one hundred and forty thousand homes in interior New York, New England and adjacent states are entered each week by the

## **SATURDAY GLOBE**

Each reader of the SATURDAY GLOBE pays five cents to the boy agent who delivers the paper to him on Saturday.

The whole family circle reads it because it contains news of interest to every member.

Now you know why the SATURDAY GLOBE pays advertisers.

**SMITH & BUDD CO.**

*Advertising Representatives.*

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

line." Anyhow, nixey line—I have seen "confirmed" general advertisers of high repute, who ought to stand the gaff, if anybody can, scurrying back to logic as a basis for their continued prosperity. I submit this as evidence, not testimony.

There is always something *more* to tell about a product or article, some new use, or to some new audience, and while "a by-word for biscuit," and "the right brothers for cleaning" are good ultra-modern examples of the general advertising classic, they are used supplementarily, and, therefore, consistently, as good, sound reasoning in the interests of these particular products confront the consumer in other mediums.

Don't forget, Mr. General Publicity Advocate, that if you stood *in place* of your flaring page, face to face with the people, and *said*, for instance, "Hobson's choice hams are best," scattered voices from your "paid circulation" would demand "why?" and getting no answer, they would turn your page down, only to find a new competitor, with reasons, conversing with them intelligently, while leaning on no better support than the first column of the next page, and they *might* listen to reason, even with the din of your shout in their ears.

General publicity, as a rule, creates waste incalculable, and will remain premature into the seventh generation, or as long thereafter as man goes on making things and then making them better.

The best reason in the world—is none too good to make sales with, and, then, too, there's the chance of stumbling on a better reason.

Hugh A. O'Donnell has been appointed business manager of the Philadelphia Press. Mr. O'Donnell has had a remarkably successful career in newspaper work and has performed several notable feats. In 1905 he went to the Chicago Record-Herald when that newspaper was in rather a chaotic condition, cleaned up old animosities by the exercise of tact and judgment, and established the State street advertising department on a firm footing. About a year ago he became advertising manager of the Minneapolis Journal, bringing about substantial increases in its advertising patronage.

**Des Moines is a city of 100,000 people and  
is growing as rapidly as any city  
in the United States**

## **The Des Moines Capital**

is the greatest newspaper in Des Moines and Iowa.

The Capital is the only Iowa newspaper to publish the special copyrighted stories of Peary and Cook, one purchased from the New York Times; the other purchased from the New York Herald.

Every day in the week, every week in the year, the Capital is first a newspaper—It is the best advertising medium in Iowa because it is always the best newspaper.

The circulation last month averaged 40,833 copies daily. It is confidently expected that by January 1st the circulation will reach 45,000 copies daily.

Any advertiser who wishes to reach the prosperous people of Des Moines and Iowa can do so at the least expense and with the most productiveness by the use of the Des Moines Capital.

The Capital has been under the same ownership and management for twenty years. It is the one newspaper that is thoroughly a part and parcel of the city in which it is published. The publisher is Hon. Lafayette Young, who has been a public character in Iowa for thirty-five years.

### **EASTERN AGENTS:**

**O'MARA & ORMSBEE, Brunswick Building, NEW YORK, N. Y.**  
**ELMER WILSON, Hartford Building, :: CHICAGO, ILL.**

## THE ADVERTISING CEMETERY.

CAUSES ASSIGNED FOR THE GREAT NUMBER OF ADVERTISERS WHO DROP OUT—EXTRACT FROM AN ADDRESS DELIVERED AT THE ATLANTA BANQUET GIVEN IN HONOR OF S. C. DOBBS.

*By Robert Frothingham.*

*Advertising Manager, Everybody's Magazine.*

Times without number have I referred publicly to the increasing population of the advertisers' cemetery. It's not a pleasant subject, but it must be faced just the same.

It is simply appalling to go through the files of the newspapers and magazines of from five to ten years ago and note the advertisers whose names were familiar at that time, who are not in evidence to-day.

If I were to set down here the mortality statistics in the advertising field, I would be considered a calamity-howler of the worst type. And these statistics would apply equally well to billboard and street railway advertising as to periodicals and newspapers. No one particular branch of publicity has a monopoly of either successes or failure. A list of those firms who have paid too dearly for their experience and who are to-day convinced that "advertising doesn't pay" would make a mighty significant exhibit.

What are the reasons? There are quite a number, and they are of the common garden variety at that.

First, there is the advertiser who thinks he requires neither an advertising manager nor an agent, and knows he can write better copy than any agent that ever lived. He also is the man who runs his advertising in the publication he likes to read without reference to its publicity value, who firmly believes that no magazine carrying his advertisement has any right to publish anything that might conflict with his religious, social or political beliefs. He has yet to learn that an independent editorial policy

makes a newspaper or magazine unusually valuable to those who use its pages; that a week-kneed publication carries weak-kneed advertising, and returns from its weak-kneed readers are not worth while going after; that editorial backbone presumes intelligent readers of individuality and discrimination, and that such are the people who make the money in the world and have it to spend.

Next—the advertiser who places his account in the hands of a competent agent and refuses to follow his advice.

Next—the advertiser who engages an incompetent agent and leaves the whole thing up to him. And when the publisher's representatives seek a personal interview, the advertiser will tell him he doesn't believe in "keeping a dog and doing his own barking," or something else equally wise and illuminating.

Next—the advertiser who regards publicity as a physical commodity to be bought in the open market, and farms out his account to the lowest bidder—generally a cut-rate agent who has about as much conception of real service as a steer has of going to church. And the advertiser thinks he's saving money, not realizing that the aforesaid cut-rate agent will take an exorbitant commission out of his "hide" before the deal is over. You wouldn't think it possible that an otherwise able business man would try and beat the grafting agent at his own game. That's what he does, however, and when he gets stung or bellyaches, says "all advertising is a gamble."

Then we have the "advertising expert," who, Aladdin-like, is going to solve your problems overnight. He doesn't need to know anything about the distribution of your goods or your trade conditions. He tells you that so much circulation at a given price, handsome copy with attractive half-tone illustrations and a pretty follow-up booklet is all you need to win the fickle public and—Whoopla—away you go. And the replies come sailing in. Good start—but replies aren't

what you want, after all, especially when they come from parts of the country where you have no goods on sale and cannot meet the demand you have created.

One of the pernicious features of the business is the tendency of so many advertisers to indulge in "flyers." And thus they spread their money out thin, deluding themselves with the idea that they are getting a line on the publicity value of this, that and the other publication. Sooner or later, if their money holds out, they learn to "bunch their hits" and get somewhere. They find out that nothing but keeping everlastingly at it brings success.

It seems that nothing short of an expensive experience serves to awaken some budding advertisers to the realization of the vast difference between extravagant "flyers" and steady plugging, and sooner or later they damn the publisher's representative and the advertising agent that "let them in."

The American public never has been sewed up and cinched by a flash-in-the-pan advertisement, no

matter how big and impressive it was. Mr. Advertiser, you can't tell "the story of your life" in one insertion. The volume of business you do will depend upon how ably, how widely, how consistently and how steadily you advertise—not how many "flyers" you take in those publications which always have on hand some special lure for the unsuspecting advertiser. To paraphrase one of the notable sayings of that genial old Scot, Thomas Carlyle:

"No advertiser need ever have failed of success could he have found an advertising agent great enough, an advertising agent wise and good enough, with wisdom to truly discern what the advertiser needed, and ability to lead him on the right road thither."

Harrison Parker, formerly advertising manager of the *Chicago Tribune*, has associated himself with J. L. Stack, advertising agent, Chicago. The firm will be known as the Stack-Parker Agency.

The Guy W. Eskridge Company, advertising agency, Richmond, Va., has gone out of business. Guy W. Eskridge has come to New York City.

**F**OLLOWING continuous increases every month during the present year over corresponding months a year ago, The Minneapolis Journal, in September, 1909, carried 446 more columns of advertising than in September, 1908.

Bigger advertising gains have been made the past month than in any September in the Journal's history.

#### STATEMENT OF ADVERTISING CARRIED BY TWIN CITY NEWSPAPERS IN SEPTEMBER, 1909

	Columns
<b>The Minneapolis Journal, 2634</b>	
The Minneapolis Tribune - - - -	2204
The St. Paul Dispatch - - - -	1748
The St. Paul Pioneer Press - - - -	1571

O'MARA & ORMSBEE  
Brunswick Building, New York  
and Tribune Building, Chicago

THE MINNEAPOLIS JOURNAL  
WM. J. HAYES  
Advertising Manager



# CITY POPULATION AND BUILDING OPERATION INCREASE.

FIGURES SHOWING WHICH CITIES HAVE GAINED MOST IN POPULATION SINCE 1900—WHICH CITIES ARE HAVING GREATEST BUILDING ACTIVITY—VALUE OF SUCH FIGURES TO NEWSPAPER ADVERTISERS.

*By George C. Keppel.*

Newspaper advertising will never get its full credit or bring full results until advertisers spend more time in analysis of localities and the primary conditions affecting markets for advertised goods.

I have been asked to present some lines of analysis of localities and people which might help. It is not an easy matter to accomplish, and unless one has in mind a specific product it will be necessary to analyze principally the conditions affecting all markets.

It is a fair thing to assume that a locality in which population is increasing very rapidly is an especially valuable place to advertise. This will not be true in absolutely every case, but in most cases. Other things being equal, the newspapers will gain circulation fastest in such cities and thus render a better money's worth for their rate.

The figures of such gains are valuable, not because of themselves, but the social and economic movements they hint at. People in America are given to moving, particularly laboring classes of many sorts, and these movements naturally follow the trail of opportunity for greatest gain. Again, in respect to the influx of rural population into a city, the same is true: As soon as money making opportunity arises in a city, it begins to draw upon outlying districts. It is almost infallible that the city in which trade is most active is the city in which population is going forward most healthily.

Herewith are presented figures showing the latest figures of population (1908), and the increase of these figures over those of 1900:

	Population 1908.	Increase since 1900.
1. New York City..	4,338,322	901,120
Brooklyn .....		
2. Chicago .....	2,166,055	467,880
3. Philadelphia ....	1,491,082	197,385
4. St. Louis .....	674,012	98,774
5. Boston .....	616,072	55,180
6. Baltimore .....	568,571	59,614
7. Cleveland .....	491,401	109,633
8. Buffalo .....	391,629	39,242
9. San Francisco ..	507,000	154,218
10. Pittsburg .....	547,523	25,907
11. Cincinnati .....	349,316	23,414
12. Detroit .....	376,174	89,470
13. Milwaukee .....	327,873	42,558
14. New Orleans ....	323,157	35,834
15. Washington ....	317,380	39,662
16. Newark .....	302,324	56,254
17. Minneapolis .....	397,527	94,809
18. Jersey City .....	248,458	42,025
19. Louisville .....	233,069	29,333
20. Indianapolis .....	234,774	65,610
21. Providence .....	212,457	36,860
22. St. Paul .....	217,397	54,232
23. Rochester .....	193,111	30,503
24. Kansas City .....	188,582	24,830
25. Toledo .....	169,366	37,544
26. Denver .....	155,124	21,277
27. Columbus .....	152,031	26,461
28. Worcester .....	133,963	15,542
29. Los Angeles .....	110,000	164,218
30. Memphis .....	132,581	30,261
31. Omaha .....	131,370	28,815
32. New Haven .....	125,627	17,600
33. Syracuse .....	123,607	15,238
34. Scranton .....	123,959	21,933
35. St. Joseph, Mo. ....	123,004	10,025
36. Paterson, N. J. ....	115,343	10,172
37. Fall River, Mass. ....	106,301	1,438
38. Portland, Ore. ....	116,830	26,204
39. Atlanta, Ga. ....	109,545	19,673
40. Seattle, Wash. ....	309,375	228,704
41. Dayton, Ohio .....	106,897	21,564
42. Albany, N. Y. ....	99,999	5,848
43. Grand Rapids, Mich. ....	103,871	16,306
44. Cambridge, Mass. ....	100,762	8,876
45. Lowell, Mass. ....	95,141	172
46. Hartford, Conn. ....	101,146	22,296
47. Reading, Pa. ....	95,201	16,240
48. Richmond, Va. ....	107,844	22,794
49. Nashville, Tenn. ....	105,877	25,012
50. Trenton, N. J. ....	90,703	17,396
51. Wilmington, Del. ....	87,700	9,766
52. Camden, N. J. ....	87,819	11,884
53. Bridgeport, Conn. ....	88,700	17,704
54. Lynn, Mass. ....	82,159	13,646
55. Troy, N. Y. ....	76,999	1,942
56. Des Moines, Ia. ....	83,717	21,578
57. New Bedford, Mass. ....	81,514	19,072
58. Springfield, Mass. ....	80,428	18,369
59. Oakland, Cal. ....	250,000	183,100
60. Lawrence, Mass. ....	74,544	11,985
61. Somerville, Mass. ....	73,849	12,206
62. Kansas City, Kan. ....	80,839	29,421
63. Savannah, Ga. ....	71,163	16,919
64. Hoboken, N. J. ....	69,130	9,766

These 64 cities represent the most important newspaper advertising markets in the entire country, and knowledge concerning the movement of population can help an advertiser very much in coming to a decision about the cities offering the best factors of success.



The remarkable progress of certain cities is laid bare in no more striking way than in the above figures. The progress of Seattle, Cleveland, Detroit, Indianapolis, Minneapolis and St. Paul, Memphis, Portland, Ore.; Des Moines, Kansas City, Kan.; Nashville, Tenn., and others is here in cold figures which speak for themselves.

Particularly valuable are these figures in showing the gains of the cities of lesser degree than the above named. In a general way it has been known that these larger cities have gained much, but the cities of between 70,000 and 100,000 population which have gained over 15,000 in the past eight years, are showing a most healthy and promising growth which should turn the eyes of advertisers toward them; for their growth is proof of an unusually large amount of trade to be secured there.

The advertiser who sells goods to people of all incomes or to all people enjoying a fair living wage, should concern himself most about these population figures. Newspaper rates in cities of healthy population growth are oftentimes much cheaper and more resultful than in cities where there is no such growth.

Of course, where a high-priced article is to be sold, or an article affected very much by special factors, cities should be picked less for active growth than for average income and other reasons. Nevertheless, for all advertising purposes these figures can be profitably used.

#### BUILDING OPERATIONS IN CITIES.

Next to population movement, nothing is so indicative of advertising opportunity as the amount of building activity. As a matter of fact, population increase and building activity are necessarily connected. But building operations in a city where population increase is not so marked is also very strong evidence of internal prosperity, indicating an increasing quality of individual trade prospect, rather than quantity. Not only those interested in fur-

naces, building materials, paint, etc., should be interested in building activity, but merchandise advertisers of every kind, for when homes are furnished, there are few lines of goods not included in the rehabilitation. The scale of living of a family moving into a home it has just built frequently increases, because it is now paying no more rent, and has greater pride in maintaining a complete home.

The following figures, compiled from Bradstreet returns, show the September building figures in a number of important cities:

CITIES.	Sept., '09.	Per cent
		Inc. or Dec. over Sept., '08
Baltimore, Md. ....	\$675,721	+55.8
Buffalo, N. Y. ....	581,000	- 9.9
Chicago, Ill. ....	7,720,500	+49.9
Cleveland, O. ....	814,405	-38.8
Columbus, O. ....	377,855	+17.0
Dallas, Tex. ....	215,143	+14.9
Denver, Col. ....	869,490	-13.6
Des Moines, Iowa. ....	332,760	+730.0
Detroit, Mich. ....	1,078,970	- 9.6
Duluth, Minn. ....	287,000	- 2.3
Elizabeth, N. J. ....	257,215	+46.1
Fort Worth, Tex. ....	136,076	+76.6
Indianapolis, Ind. ....	712,775	+49.5
Jacksonville, Fla. ....	185,000	+ 6.9
Kansas City, Mo. ....	1,021,345	-24.7
Knoxville, Tenn. ....	883,545	+207.4
Lawrence, Mass. ....	245,600	+104.1
Los Angeles, Cal. ....	1,375,909	+62.3
Louisville, Ky. ....	446,444	+74.9
Lynn, Mass. ....	204,205	+150.5
Memphis, Tenn. ....	304,504	- 3
Milwaukee, Wis. ....	972,490	+ 6.8
Minneapolis, Minn. ....	1,125,908	+30.6
Nashville, Tenn. ....	100,876	+23.4
Newark, N. J. ....	751,696	+ 5.7
New Bedford, Mass. ....	594,250	+126.7
N. Haven, Conn. ....	201,130	+21.2
New Orleans, La. ....	596,386	+239.3
New York City—		
Bronx .....	1,938,175	+ 2.1
Brooklyn .....	5,331,400	+16.3
Manhattan* .....	4,660,700	+ 4.7
Manhattan .....	468,348	-18.0
Queens .....	1,491,973	-22.6
Total, N. Y. City. ....	13,890,596	+ 3.5
Philadelphia, Pa. ....	2,734,540	+ 7.4
Pittsburg, Pa. ....	1,996,261	+69.1
Portland, Ore. ....	1,288,000	+32.5
Rochester, N. Y. ....	814,889	+55.6
Salt Lake City. ....	817,100	+157.7
San Francisco .....	1,989,114	-51.8
Seattle, Wash. ....	1,740,390	+57.0
Spokane, Wash. ....	1,667,277	+236.7
St. Louis, Mo. ....	1,784,059	+20.2
St. Paul, Minn. ....	1,036,716	+36.5
Washington, D. C. ....	1,252,028	- 3.6
Youngstown, Ohio ...	208,655	+13.6

Building-operation figures are especially interesting at present for the reason that lumber has been at a low price mark, and a campaign of "build now" has been conducted for several years.

# Editorial Direction of the Most Widely Circulated Magazine in the World

By WILL PAYNE

It is easy to understand why Forrest Crissey should be editorial director of the most widely circulated publication in the United States.

Suppose you were a country boy of good Yankee strain, born on a farm, let us say, in Chautauqua County, New York; that you came "West"—namely, to Illinois—when a lad; that you quit the public high school before graduation and set out to make your own way; that you clerked in a village store for a time, then tried your hand in a lumber yard, in a factory, and even in a bank, during the experimental period, while you were trying to find out in just which direction your particular way was to be made. In that supposititious case—which was actually Mr. Crissey's case—you would have gone over the ground plan of the typical up-coming American experience. In any biographical dictionary you can easily pick out a regiment of eminently successful Americans who have gone over that same road. Some of them became President, some acquired railroads, packing houses or big dry goods stores. And for every one that is in the biographical dic-

tionary there are several hundred thousand who are not. It is the great American highway, and for really understanding a road

there is nothing like having traveled it.

Mr. Crissey began finding out his own particular way rather early. It ran in the direction, not of President, but of the substance that makes presidents—printers' ink. Files of the *Chicago Tribune* of twenty odd years ago will disclose certain articles; also, if the truth must be told, certain poems. Barring a half dozen immortal exceptions, how much truth should be told about the poems



FORREST CRISSEY

any man writes before he is twenty is an open question. Arriving at legal age, he became an editor—Editor of *The Patrol*, and as that was a country weekly, published in Geneva, Ill., he also became, ex-officio, leading editorial writer, local reporter, advertising solicitor, pressman, wrapper, mailer and part of the delivery system.

Then came another typical experience. Confronted with the difficulties of making his own way in a small town, the young American naturally marries and moves to the city, so that he will have

to make two ways with ten times the competition. Mr. Crissey landed in the office of the *Chicago Times*. The city newspapers then gave their men less money, but more experience. The young man from Geneva was successively police reporter, real-estate editor, telegraph editor, and editorial writer, and in the beautifully incidental way of those times he was expected to review books, exhibitions of paintings, dramas, concerts and operas between whiles.

While people outside know very little of who's who in newspaperdom, the managing editors not only know that but try to know who's going to be who. So, presently Mr. Crissey was invited to the *Chicago Evening Post* as a special editorial writer. Presently, again, by the operation of that same desire upon the editor's part to get the right man, he was appointed special editorial representative in the West of the *Saturday Evening Post* and the *Ladies' Home Journal*, of Philadelphia. That was about ten years ago.

Of course, he had been writing independently all the while, and has been ever since—on the one hand, for example, writing stories of the country boy (mostly collected in that book, "The Country Boy," which is still a staple literary article among the discriminating, and is likely to be so for a great while), and on the other hand, for example, expositions of business and political success that have had a very wide currency. I say on the one hand and on the other hand, but really it is the same hand. For on the inside of a great many of our successes of the most practical sort, in business and politics, there is a country boy. Peel off the wrappings of technical knowledge, worldly experience and the habit of authority, and you will find just that shy, eager, homespun lad, capable of being deliciously sentimental and mighty shrewd, whom Forrest Crissey, I believe, has depicted better than anybody else. He knows the kernel because he's it, and he knows the wrappings because his wide experience as a writer on "practical" topics has

made him as familiar with them as are the men who have practically lived through them.

In this way, those recent articles in *Everybody's Magazine*, "Co-Operation Close to the Soil," and "The Modern Commercial Traveler," or the big type, signed editorials in the *Sunday Tribune*, samples of which you will find cut out and framed in many business offices, and the recent delicate stories in *Harper's Magazine*—for example, "A Sermon and a Sinner"—are all of one piece. That powerful magazine story, "The Whipped Man," although different, was fairly hatched of the same egg with the laughable, cryable boy whose game cock was whipped.

You may say that this, being all in the masculine gender, leaves out half the world statistically considered, and about three-fifths editorially considered. But Mr. Bok, of the *Ladies' Home Journal*, didn't think so. There are a good many recipes for editors—some of which result in producing a stew when a pudding was intended. The safest receipt, without doubt, is to have an editor of the widest possible sympathies, and if his own experience is intimately related to the typical experience of his times, so much the better. He can then be pretty sure that what he personally likes will be liked by a few million others. So I should say that, as editorial director of one publication having 2,000,000 circulation and a newer one that is just reaching toward the 200,000 mark, Forrest Crissey was the very likeliest candidate in sight.

The editor—at least the magazine editor—is a middleman, both a buyer and a seller. Obviously, if he fails on the buying side he will be very seriously handicapped on the selling side. Mr. Crissey—we'll, to avoid stepping on anybody's toes, let me say simply, that he is one of the best buyers in the market. I doubt that any other merchant in his line and field is personally known to so many persons who have literary wares to dispose of, and I know that none is more favorably known. And in all merchandising it is not merely dollars and cents. There's a personal equation which counts. The personal equation of the editorial director of the *Woman's World*, and the other publication, *Everyday Life*, of the Currier Publishing Company, counts for a hundred every time. Mr. Currier is to be congratulated on his wisdom in adding Mr. Crissey to the *Woman's World* organization.

# NEWSPAPER ADVERTISING BUILDS HEAVY OLIVE OIL TRADE FOR "CHIRIS."

EDUCATIONAL ADVERTISING INCREAS-  
ING GENERAL CONSUMPTION—  
PURE FOOD LAW HELPS—ADVERTIS-  
ING IN LARGER CITIES BRINGS  
MOST RESULTS—SAMPLES FOUND  
TO WORK BEST WHEN DISTRIBUTED  
THROUGH DEALERS.

Almost entirely through a mod-  
erate use of newspaper space, a  
substantial and growing trade in  
Chiris olive oil has been built  
up in this country during the  
last three years, with all the indi-  
cations pointing to the further  
development of this famous  
French house as an important  
American advertiser.

Since 1768 the house of Antoine  
Chiris has been engaged in dis-  
tilling essential oils and olive oil  
at Grasse, France. It is one of  
the oldest concerns in that line of  
business in the world. Through  
its American branch, C. G. Euy-  
ler, of New York city, the Chiris  
products have long been sold in  
the United States, the annual  
volume of the essential oil busi-  
ness reaching large totals. Until  
the magic of advertising was in-  
voked in 1906, however, the sales  
of the olive oil were infinitesimal.

In the latter year the National  
Pure Food law went into effect  
in this country. This, coupled with  
the fact that the American public  
was gradually becoming educated  
to the value of olive oil both as  
a wholesome food and as a medi-  
cine, led to a decision to take up  
advertising with a view to devel-  
oping the olive oil end of the  
business.

"Before the adoption of the  
Pure Food law, there was not  
the same opportunity to interest  
the public in a good olive oil on  
its merits that there has been  
since," says Burton T. Bush, who  
looks after the advertising for  
the American branch of Antoine  
Chiris. "Under the old condi-  
tions every Tom, Dick and Harry  
had his own olive oil, most of  
them more or less adulterated and  
cheap, and there was not the

chance to popularize a really pure  
and superior article, selling at a  
higher price, than there is to-day.

"The enactment of the pure  
food legislation, however, changed  
all this, bringing about conditions  
which made it seem likely that  
an olive oil of high grade such  
as ours could be successfully ex-  
ploited by intelligent advertising  
effort. The newspapers and other  
periodicals, moreover, had been  
saying a good deal for a number  
of years about the health-giving  
properties of olive oil, so that it  
seemed as if our advertising must  
fall upon fertile soil.

"Our first campaign began in  
1906, was carried on entirely in



A good salad is the most gracious part of a good meal.  
But many a good salad has been spoiled by a poor dressing.  
The use of

## Chiris Olive Oil

(Pronounced SHERIS)

is an assurance of perfect dressing. "Chiris is the oil of the epicure,  
the golden oil from the first pressing of selected French olives. Chiris  
Olive Oil is pure and unadulterated—nothing added or taken away  
to detract from its original rich flavor or its highly beneficial medi-  
cinal properties.

### SAMPLE BOTTLE AND SALAD BOOK FREE

You can obtain a sample bottle of Chiris Olive Oil, sufficient for two meals,  
free also a copy of "The Chiris Book of Salads." Simply send us your name and  
address and the name of your grocer or druggist. We will supply you through  
him. "The Chiris Book of Salads" gives over 75 of the latest recipes.

Chiris Olive Oil is sold by the better class of grocers and druggists. Full size  
bottle (16 fluid ounces). The full quart bottle (64 fluid ounces). \$1.25, gallon  
\$1.50. Sent direct, carriage prepaid, by us when immediately presented from dealer.

C. G. EULER, U. S. Agent for Antoine Chiris, Grasse, France.

15-20 Wall Street, New York.

### ONE OF THE CURRENT NEWSPAPER SERIES.

large metropolitan daily newspa-  
pers and in dailies in some of the  
smaller cities in the New England  
and Middle Atlantic states. The  
space used was mostly small—  
from two to four inches, single  
column—and was distributed  
among a fairly large list of medi-  
ums. The ads ran twice a week.

"In New York city we used the  
*Times*, *Press*, *Sun* (morning),  
*Evening Post*, *Mail*, *Globe* and  
the *Brooklyn Eagle* and *Stand-  
ard-Union*, while among the more

important mediums outside the New York field were such papers as the *Philadelphia Bulletin*, the *Boston Transcript* and the *Boston Globe*. With these metropolitan papers and the smaller dailies we consider that we covered the whole northeastern section of the United States pretty thoroughly, reaching the best class of consumers.

"While Chiris copy has been changed and improved from time to time and each campaign has shown a decided advance in this respect over the previous year, the general style of copy has been the same from the start. We have never run to what might be styled 'sensational' copy, but have always believed the best results are to be obtained through plain, straightforward talk to the consumer on the merits of our product.

In order to introduce Chiris to the public, enough of the oil to prepare the dressing for two salads was put up in a tiny bottle. The newspaper reader was asked to send ten cents for this sample and also for a miniature booklet, "The Chiris Book of Salads," containing about 75 salad recipes. This method of sampling was successful in making many friends for the French oil. Its result, taken in connection with the general publicity and aggressive hustling by the concern's salesmen among grocers and druggists, was such that at the end of the first year's campaign the sales had jumped from almost nothing to a very respectable total.

The second season's campaign began with a most encouraging outlook. "Our first year's experience, however had opened our eyes to several ways of bettering our advertising and of getting more out of it," declares Mr. Bush. "For one thing, we dropped most of the newspapers of the smaller cities and used larger space and better display in the larger cities. We concluded that most persons in the smaller cities of New England and the Middle Atlantic states who would be likely to buy a high grade olive

## Don't Speculate

Place your money  
in what is proven  
to be a sure profit  
producer

## The Ladies' World

stands in the front  
rank with those  
magazines which  
are known to bring  
results. The proof  
is its patrons.  
Its advertising  
columns show  
business of as high  
grade as can be  
found, and the  
fact that it has an  
abundance of per-  
manent advertis-  
ing of this class is  
the best evidence  
that it makes good

**S. H. MOORE CO.**  
PUBLISHERS  
**NEW YORK**

January Number closes Nov. 12

oil were regular readers of one of the newspapers published in the large cities.

"This change of plan worked out even better than we hoped for. By using larger space in the big dailies we were able to present our story to the public to much better advantage than in the first campaign, and at the end of the year our total sales had shown the highly-gratifying increase over the previous season of 55 per cent.

"Although we felt that we had got excellent results during our first two advertising seasons by supplying samples direct to the consumer on receipt of ten cents, with the beginning of our last year's campaign we decided that we had not been getting all the advertising advantage out of our sampling method that we should have. The plan of sending the sample bottle direct to the newspaper reader was all right so far as it went. Its result was to acquaint the consumer with the oil but it didn't help us with dealers.

"Consequently, in order to make our consumer advertising reach the dealer also and in the most effective way, we adopted the method of supplying the sample bottle and the salad booklet free, but *through the dealer*. The consumer is now simply asked to send his or her own name, together with that of his grocer or druggist. On receipt of each inquiry we notify the dealer of it, supply him with samples if he hasn't them already and use every means to secure his aid and co-operation. So far this plan of operations has worked very successfully and has helped greatly in giving us a larger distribution."

At the end of the third year's advertising, the volume of business done in Chiris oil showed another substantial increase and the sales are now, even though olive oil has advanced in price, steadily climbing upwards. There is every reason to believe that the fourth season's effort, now just getting under way, will better all previous records by a considerable margin.

"With the amount of money we have had to spend for adver-

tising, I am satisfied we have got better results by using well-known daily newspapers in the large cities than we could have secured in any other way," says Mr. Bush. "In seeking to build up a permanent demand for a high-grade food product what is needed is continuous advertising, and I know of no way to get continuous publicity as well as through the newspapers, which are able to bring to the consumer's



#### Medical Authorities Agree

that Olive Oil is a staple article of daily food.  
**Dr. Thomas Barlow**, physician to King Edward's household, recently said: "Take olive oil, live on it, live with it, and don't do without it." Its use is recommended by physicians of all schools.

#### Chiris Olive Oil

(Pronounced SHERIS)

has long been regarded as the most valuable of all vegetable oils. It is the basis of many of the purest of medicinal preparations, and is the best for the treatment of all ailments of the digestive system.

For infants and as a dressing for food it is the oil of the future.

**Scientific Results and Praiseworthy FEED.**

It has been shown that a small quantity of Chiris Olive Oil (FEED) added to a small quantity of milk is sufficient to keep a child healthy and happy.

Chiris Olive Oil is sold for the home use of grocers and druggists. Each bottle is labeled with the name of the dealer who supplied it.

It is sold in large quantities for the use of the army and navy.

C. G. ELLER, U. S. Agent for CHIRIS OIL CO., New York.



It is the most valuable of all vegetable oils. It is the basis of many of the purest of medicinal preparations, and is the best for the treatment of all ailments of the digestive system. For infants and as a dressing for food it is the oil of the future. Scientific Results and Praiseworthy FEED. It has been shown that a small quantity of Chiris Olive Oil (FEED) added to a small quantity of milk is sufficient to keep a child healthy and happy. Chiris Olive Oil is sold for the home use of grocers and druggists. Each bottle is labeled with the name of the dealer who supplied it. It is sold in large quantities for the use of the army and navy. C. G. ELLER, U. S. Agent for CHIRIS OIL CO., New York.

#### THE MEDICAL ARGUMENT.

attention day after day or several times each week, at least, the merits of your goods."

With the further growth of the business and the expansion of the advertising sure to come later on, it is probable that magazines and other mediums will be taken up in reaching for a still larger market for Chiris oil. Purely in an experimental way, the *Literary Digest* was added to the concern's list of mediums in 1908, attractive copy being used to offer samples of the oil under the original ten-cent plan direct to the prospect.

This copy ran in the *Literary Digest* five months and brought so many inquiries, according to the Chiris advertising man, that the total receipts in ten-cent remittances paid the entire cost of the space. The sole outlay for this experimental campaign in one weekly was, therefore, merely the cost of the samples and the accompanying booklet, with the expense of mailing, handling, etc.

# The Minneapolis Tribune

made advertising gain of nearly a half million lines in first eight months of 1909 over same months of last year

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Increased its subscription rate one-third some months ago and now all "subs" are paid in advance—

Some facts of interest to advertisers

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**T**HE MINNEAPOLIS TRIBUNE ended the first eight months of 1909 with an increase in advertising of 454,300 lines of good, solid, paid advertising. The increase in local display alone, amounted to 198,968 lines. The Tribune made an increase of 50,820 agate lines in foreign advertising, and 204,512 lines in classified advertising.

The steady growth in advertising of all kinds carried by the Minneapolis Tribune is a recognition of its influence among the buying element of the community it serves and of its pulling power in national campaigns. The Tribune reaches practically every voter in the city of Minneapolis, and is the chief disseminator of news for the villages, towns, and farms of the rich agricultural Northwest.

The Minneapolis Tribune is one of the few of our American dailies the entire circulation of which is paid in advance. In the face of an increase of  $33 \frac{1}{3}$  per cent. in the subscription rate, and notwithstanding a uniform elimination of all subscriptions not paid in advance, the Tribune is fast gaining circulation.

The marked gain in advertising in the first eight months of 1909 over 1908, going hand in hand with an equally healthy gain in circulation, both in the city and the tributary country, proves the wisdom of selecting the Minneapolis Tribune as a medium for your Northwest advertising.

*Western Representative*

**C. GEORGE KROGNES**  
1634 Marquette Building  
Chicago, Ill.

*Eastern Representative*

**J. C. WILBERDING**  
805 Brunswick Building  
New York, N. Y.

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO



## ADVERTISING IN FOREIGN LANGUAGE PAPERS.

THE SITUATION IN POLISH, ITALIAN, BULGARIAN, HUNGARIAN, SWEDISH, AND OTHER NATIONALITIES IN THIS COUNTRY—MANY BIG NATIONAL ADVERTISERS USING FOREIGN PAPERS.

*By Omer F. Dowd.*

Experience has proven that the best purchasers of patent medicine are Italians—the more recent their arrival, the better buyers they make. It has also proven that the safest customers for the credit man are the Slovak people. Collections are 25 per cent better with Bulgarians, Hungarians, Austrians and Germans than any other nationalities on earth. The advertising man can thank the early training of those people for their honesty in business dealings so far as legitimate debts are concerned.

Ellis Island is the scene of thousands of arrivals each day. These people drift into all corners of America, the cities and towns getting the larger share. However, the immigration is drifting steadily toward the farms, and many portions of the Great West are made up entirely of newly arrived immigrants. Here is an immense and ever-increasing field for mail-order advertising and advertising of one kind only—in the foreign language papers of America.

There are no really good reasons ever advanced why the foreign language papers should not be more generally used by large mail-order houses. Careless, haphazard methods in conducting the business departments of most such papers are largely responsible; and it is true that a finely adjusted scale of rates varying with and subject to the size of the advertiser's pocket-book and inclinations do not make for confidence or stability, yet the mighty fact remains that there is no other class of publications that can produce as many returns on so small an investment, as the foreign language papers. The Germans, Swedes, Scandinavians, Jews, Poles, Italians and Greeks who

read papers printed in their own language can be reached in no other way. The billboard, national magazine, street car, and every other form of publicity, is unavailing if the language is not that of the reader; hence it becomes evident that the one method of reaching them is through the columns of their dailies.

The advertising agencies have done much to discourage the thought with large national advertisers and not without reason. The publisher of a Greek paper may be sent an order for a one-time insertion and continue that insertion until he decides to make a holiday excursion to the city, when he calls upon the agency with a bill made out in full. He cannot understand that an advertiser may desire a given number of insertions and no more. Then, again, if he be of a vicious temperament he may make trouble for an agency, because he has received no pay, when the fault is his own for not sending copies of his paper containing the advertising. Then, again, his circulation is an unknown quantity, and his rates largely a matter of personal dickering between the advertiser and himself. In the face of such opposition it can readily be seen that the prospective advertiser is disgusted at the very outset. In addition to this there are but few authorities on foreign language papers in this country and the average advertising man feels that he is taking a blind chance when he adds them to his list. Another reason why they are not so well patronized is the fact that interpreters must be provided for, and all circular matter must be printed in the various languages used.

## ADVERTISERS USING FOREIGN LANGUAGE PAPERS.

Nevertheless, there are certain articles which sell better in foreign language papers than in any other. The Winchester Arms Company patronizes them extensively, and so does the National Biscuit Company, Bell Telephone Company, Karo Maple Syrup Company, Royal Baking Powder Company, McLaughlin Coffee

Company, Western Union Telegraph Company, and Fells Distilling Company. Some things which would sell readily in this class of papers, and which are not now represented, are all kinds of groceries, stoves and ranges, patent medicines, sewing machines, clothing, jewelry, musical instruments, tobacco, talking machines, and real estate.

Generally speaking, the rates on all foreign language papers are about one-fifth as high as American sheets and the circulation is worth fully ten to one. The Snitzler Advertising Agency, of Chicago, the highest authority on this question, claims that 500 circulation in a Polish journal is worth 10,000 American subscribers, not to mention the credit feature which enters into all mail-order propositions. The only reason that can be advanced for this is the fact that such papers are thoroughly read and believed in. A Chicago oculist recently inserted a ten-inch single column ad in the Chicago daily *Jewish Courier* at a cost of \$11.00, which brought \$340 in business. He inserted the same advertisement in the Chicago weekly *Abendpost*, to which he traced over \$500.

The Winchester Arms Company is, perhaps, the largest individual user of foreign language papers.

Of course, the actual paid circulations of most of these publications are largely a matter of guess-work. It is conservative to say, however, that some German papers publish as many as 150,000 bona fide copies, Italian up to 30,000, Swedish to 60,000, Norwegian to 50,000, Polish to 60,000, Jewish to 50,000, Greek to 18,000, and Slovak to 16,000.

The most valuable asset a man can have in making up a campaign in which he intends to use such papers, is that quality termed "horse sense." If the rates are not fixed, he has the opportunity to fix them to suit his proposition, and if the publisher demands "cash with the order," he should submit as gracefully as possible, and send the cash, keeping always in mind the fact that he is buying circulation much cheaper than he

could purchase it in American papers, and is getting his "money's worth" several times over. Also, he is getting into a virgin field where the prospective customers will read his advertisements and believe in them. The "premium" scheme has been particularly successful. The idea that readers of foreign language papers do not constitute a good buying community is erroneous. It is a fact that such people are more susceptible to advertising than any other, and it is also true that they have the purchasing power. One has but to travel through the irrigated regions of the West to be convinced of this. The foreign-born prospect is not a buyer of automobiles or other luxuries, with the possible exception of jewelry, and the latter has been advertised to him with much success.

Many successes in foreign language paper advertising could be mentioned, but they are principally confined to the sale of medicine and doctors' services. The success of Dr. Peter C. Fahrney, some ten years ago, in the sale of patent medicine is probably the most notable. Of modern-day campaigns, that of Freter & Co., retail jewelers, of Chicago, is worthy of mention. This concern spends nine-tenths of its entire appropriation in foreign language journals.

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#### LOS ANGELES EXAMINER SELLS ALMOST \$1,000,000 IN SCHOOL BONDS.

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A particularly interesting story of newspaper enterprise comes from Los Angeles, when \$720,000 worth of school bonds went begging for sale and 6,000 children were unable to gain admission to the schools because of lack of facilities, due to lack of capital. The *Examiner* took the cause upon itself, and began to advertise the bonds at its own expense.

It organized a parade of 10,000 school children and a mass meeting without the help of any other newspaper, and in nine (9) days' time, not only sold all the bonds, but had a surplus subscription of over 100,000. Every subscription of the bonds was filled out on *Examiner* blanks, and the entire city unites in the praise of the *Examiner's* enterprise.

# Successful Page Advertisers

The history of the success of some advertisers in farm papers is as interesting as the most popular novel. We know an advertiser who was plugging along with a conventional two inch double column space and always groaning because he couldn't get results. We took this advertiser in tow. Now he is using pages and is making money. His story is the same as a lot of others. If you haven't seen our 48 page pamphlet setting forth the successes of several advertisers, we shall be glad to send it to you.

We have played an important part in developing and bringing a large number of advertisers to the page idea. Their remarkable success could not have been secured through small copy. While

## The ORANGE JUDD TRIO

Has not been exclusively used by the following advertisers, it was in this combination of papers that many of them first "saw the light of day" on page copy.

*Sharples Separator Co.  
Western Newspaper Asso.  
American Steel & Wire Co.  
J. B. Ford Co.  
Olds Gas Power Co.  
Newcomb Loom Co.  
Wilbur Stock Food Co.  
Vermont Farm Machine Co.*

*Chicago House Wrecking Co.  
Babson Brothers  
J. B. Thiery  
Wm. Galloway  
Marshall Oil Company  
Gordon Van Tine Company  
International Stock Food Co.  
H. F. Brammer Company*

There are a dozen more similar to the above who all testify to page copy being successful copy.

Your business may be just as capable of development as any in the above list. If not, we will frankly tell you.

### ORANGE JUDD COMPANY

Western Office:  
1448 Marquette Building  
Chicago, Ill.

Headquarters:  
439-441 Lafayette Street  
New York

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.

## QUICK, NOW!

A mile-a-minute is going some, but the fine cotton cloth that New Bedford makes in a minute will stretch much over a mile and—then some!

It takes the right men and ready money to do this—the same factors which make your advertising successful.

We have the best varieties of both right here in New Bedford.



Hundred thousand population.

Nearly a million in money on the pay rolls each week.

Quick, now!

Get the combined circulation of the Standard and Mercury (19,290) on your list for the fall campaign. It covers a rich paying district—a section of Massachusetts that is being recognized by the great railroads as one that must be reckoned with.

Flat rate for the combination 3c an agate line r.o.p.; 4c full position.

Write for further particulars about the City of Certainty to

E. V. ALLEY,  
Adv. Mgr. Standard and  
Mercury.

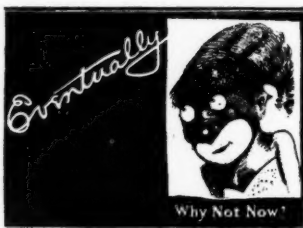
New Bedford, Mass.

## THE SPHINX CLUB'S FIRST DINNER OF THE SEASON.

The New York Sphinx Club opened the season with 103rd dinner at the Waldorf-Astoria, with much fun and an interesting array of oratory.

P. F. Murphy, president of the Mark Cross Company, New York, clinched his reputation as an after-dinner orator of no mean rank by keeping the members laughing constantly in his address on "Advertising Makes Strange Bed-fellows."

J. H. Appel, assistant general manager of the Wanamaker Store, Philadelphia, delivered an apotheosis of advertising, describing the wide extending application of the advertising principle throughout present and past human activities. G. H. Baright, advertising manager, Prudential Life Insurance Company, told how the personality of advertising solicitors is frequently depended upon for the accuracy and value of advertising arguments. E. J. Wessels, insurance advertiser, related out of personal experience the effect which advertising had upon him, and attested to the general value of newspaper advertising, and what it had



done for insurance, even though its immediate results had not been great.

H. B. Humphrey, president of the H. B. Humphrey Agency, Boston, made an earnest address, calling attention to the great amount of business still to be developed in New England, and the need for high-class representatives for agents and publications in that territory.

An interesting feature of the evening was a stereopticon lecture by an imitation Dr. Cook, interrupted frequently by wireless messages from Peary, challenging his statements. "Peary" finally arrives on the scene himself, and engages Cook in a hand-to-hand controversy to settle which an Eskimo was brought in. Peary and Cook finally come to blows, and are separated by Uncle Sam.

Another interesting feature of the dinner was an entertaining newspaper called *The Frost*, which contained sign swipes on individuals and agencies and also many from humorous adaptations of current ads. *The Frost* modestly claims the largest igloo circulation within the Arctic Circle, and was entertainingly written throughout.

J. P. McKinney has been appointed Eastern representative of the Duluth *News-Tribune*.

## HINKLEY GOES BACK TO LEWIS PUBLISHING COMPANY.

The Lewis Publishing Company, of St. Louis, announces the appointment of Arthur A. Hinkley as chief representative of the advertising department in the foreign field, with headquarters in the home office, University City. He will spend the greater part of his time traveling in both the Eastern and Western territory for the Lewis Publishing Company.

Mr. Hinkley was for a number of years Eastern manager of the Lewis Publishing Company, with headquarters in New York, and made a most interesting record.

There are few, if any, advertising men in the publishing business better known or more popular with the advertisers throughout the country than Mr. Hinkley. His acknowledged business-getting ability is fully expected to add great strength to the present advertising department, which, under Cal. McCarthy, has developed so rapidly within the past year.

The Kansas City Ad Club boosted Kansas City by a special dinner, September 28th. Among the speakers were S. C. Dodds, of Coca-Cola, and a local congressman and senator. Some very practical boosting was accomplished by the dinner.

## RESULTS STILL COMING IN.

THE CHRONICLE COMPANY,  
Editor of PRINTERS' INK:

It may interest you to know that we are still hearing both directly and indirectly from the double-page ad which we gave you for your anniversary edition. We can trace, indirectly, several contracts which we have received this month to the adv., and we know that one contract, and it more than paid the entire cost of the announcement, is directly due to the advertisement. This morning there comes a letter from a Los Angeles agency which was prompted by the adv., and under date of August 23rd our Chicago representative, Mr. E. J. Powers, wrote:

"Wish you would express at once another batch of reprints of the PRINTERS' INK ad. By the way, that was a mighty fine piece of work and caused considerable comment in this part of the country."

All of the above is mighty pleasing to us, of course, and we certainly expect to use PRINTERS' INK again. Mercantile firms can only charge a small percentage of their gross sales to the advertising account, but newspapers that add entirely new accounts through advertising, can enter most of it up to net. When publishers waken up to the fact that the medicine they continually prescribe for others is the kind they most need themselves, PRINTERS' INK will be busy taking care of them.

HARLAN W. BRUSH,  
President.

More Circulation  
than all (three) other  
Portland Dailies  
combined.

## Evening Express Portland, Maine

A Two-cent Evening Paper—  
live, clean, aggressive, com-  
prehensive.

*A circulation so compact and  
so concentrated that it pro-  
duces demand!*

Largest Daily Circulation in Maine!

JULIUS MATHEWS, Representative.

The best  
Woman's Page!

The best  
Sporting Page!

The best  
Financial Page!

in any Worcester, Mass., paper  
are to be found each night  
in the

## Worcester Mass. Gazette

Largest Evening Circulation  
ever attained by any Worcester  
paper, or any paper published  
in Central or Western Massa-  
chusetts.

Carries more display adver-  
tising in the six week days than  
ANY other Worcester paper.  
JULIUS MATHEWS, Representative.

# SELLING

By Col. WM. C. HUNTER, Sec'y and Treas. W. D. Boyce Co.

Time was when the best salesman was the one who could tell the biggest lies.

Today the best salesman is the one who can tell the most truth.

The tools of the good salesman are truth, character, magnetism, and above all, knowledge of the goods he sells.

The greatest argument the salesman has to overcome is high price.

The only way to determine high price is to take quality, quantity and comparison into consideration.

A pair of shoes at \$3.00 may be dear or cheap. The \$3.00 doesn't tell. The shoe tells.

The best salesman is the repeater. The one time wonder worker may show a burst of speed and make a hit with the boss at the start, but the repeater is the one who stays longest on the pay roll and draws the fattest salary.

The past master of salesmanship is the one who makes good his promises and his statements.

The price cutter is always in hot water, for no salesman ever had enough ingenuity to keep cut prices secret.

Let it be known that you cut prices and the news will travel fast.

The best policy for a big house is the simple one of "giving the biggest bunch you possibly can for a dollar."

That policy made \$20,000,000 for the originator, Richard W. Sears, in less than 20 years.

When the price is slightly low, buyers find it out and they flock to the seller.

Ralph Waldo Emerson said something about the man who could make a better mouse trap for the money than his competitor. You remember what he said the results would be—"even though his place of business were in the heart of a forest the public would wear a beaten track to his door."

John M. Smyth, a merchant prince in Chicago, started by not only making the prices low, but

allowing easy payments, and he is a multimillionaire.

The New York Central made a 2-cent-a-mile rate and they had to build four tracks to carry the traffic.

H. H. Kohlsaat invented the low price lunch counter and people swarmed to his places and the nickels and dimes made millions for him.

W. D. Boyce was the originator of low advertising rates and advertisers soon found him out. He printed his papers in colors and sold them cheap, and now nearly a million people buy his papers every issue.

Advertisers soon learn to measure price by results and old-time theories and habits are being shelved and the new "show me" policy is now in vogue.

Among newspapers it is almost axiomatic that the best payers are those who charge the lowest rate in proportion to the circulation. Papers like the Chicago Daily News, Los Angeles Times, Boyce's Weeklies, Saturday Evening Post, Associated Sunday Magazines and others which are recognized as the best advertising mediums, all have LOW RATES as compared with other papers.

Wise men, those, who seek advertising on merit instead of personality, on price instead of persuasion.

The three greatest wonders in the publishing world are weeklies which are sold by boys. They are the *Saturday Blade*, *Chicago Ledger* and *Saturday Evening Post*.

They reach the millions because the price is low. It is "the big bunch for a nickel."

The ad rates are low and the papers are filled with advertising.

The *Saturday Evening Post* is for sale by the "Boy" in every city in the United States.

The *Blade* and *Ledger* are for sale by the "Boy" in every village and country town.

So the *Post* in cities, the *Blade*

and *Ledger* in the country, gives the advertiser the whole country.

The *Post* reaches the wealthier class, the *Blade* and *Ledger* the great middle class.

So if you have goods for all the people, the *Post*, *Blade* and *Ledger* are the three greatest mediums in the country, and with results as proof there can be no question.

We take our hat off to the man who wins. We admire the man who is unafraid. All power to the man who follows your lead and wins, for it proves you were right.

Mr. Boyce is in Africa on a scientific expedition, far from civilization, and out of reach of any tribute, and quite unaware of this little circuletette.

But to him we want to give credit for these NEW and original plans which he put in effect long years ago, and which are now being copied by prominent men in the advertising world:

1st. Selling weekly papers by boys instead of by annual subscriptions. Followed with great success by Cyrus Curtis.

2nd. Flat rate for advertising. Copied by the best and most progressive publishers.

3rd. Proved circulation, which has proved a thorn in the flesh of the publisher who won't tell circulation.

4th. No contract plan. Boyce's Weeklies never had a contract blank since they started, 24 years ago.

Messrs. Lord & Thomas, of Chicago are now widely advertising this plan of NO CONTRACTS.

In these days of rush we are apt to forget the originator of a plan.

Mr. Boyce's great success, however, was big circulation at a low price, and the sagacity he showed and the original methods he planned justly entitle him to his millions of dollars.

There is only one way by which the low advertising rate can be made profitable, and that is to make the readers pay most of the expense.

In the case of Boyce's Weeklies about 71 per cent of the total re-

ceipts are from sales and subscriptions, which nearly pay the total expenses of the business. —

Twenty-nine per cent comes from advertising, and that is nearly all profit.

What Emerson said of the mouse trap is true of the *Blade* and *Ledger*. The advertising public has found that Boyce's Weeklies give the biggest advertising bunch for the dollar; in fact, over 750,000 copies a week for only \$1.60 an agate line.

Herein is much truth in the rough. 'Tis different from most advertising matter. The writer in endeavoring to get up some snappy circulars had this line of thought on selling, and as it is so thoroughly in harmony with our plans, he sends it out to advertisers.

As a matter of interest we have two stenographers, four red-blooded men besides the boss. We discontinued our branch offices over a year ago. We have no "special representatives." We have no wonder workers. It is all as Mr. Sears said: "Give the biggest bunch you possibly can for the money, and you'll get the business."

We have the biggest weekly sales and the most advertising patronage of any similar weeklies, and not because of our selling ability, but because the things we sell, i. e., papers and advertising, are cheaper than the other fellow can or does sell them for.

Proof of the value of Boyce's Weeklies is the volume of advertising in face of our no contract flat rate system.

Evidence of the results advertisers obtain may be found by asking our advertisers.

Say what you will, argue, criticize, complain, if you will, the fact is Boyce's Weeklies pay advertisers, and principally because our rates are low and circulation high.

If you are interested in selling by the printed method, i. e., advertising, use Boyce's Weeklies, of Chicago.

Proof may be found by a very little investigation on your part. Ask Boyce's Weeklies' advertisers.



## TORONTO DAIRY MAKES UNIQUE SUCCESS WITH ADVERTISING.

NEWSPAPER ADVERTISING BRINGS BIG RESULTS—VISITING DAY AT PLANT—CAMPAIGN AGAINST "DIPPED MILK"—WINDOW STREAMERS TO SELL ICE CREAM.

*By William G. Colgate.*

About seven or eight years ago, in Toronto, dairy advertising was something unheard of, if thought of at all by those most directly interested. Why should one advertise milk? Didn't the people buy milk as they bought sugar, bread, eggs and other staples, then why advertise? reasoned the dairymen. Consequently, the advertising of dairy products was of a spasmodic nature chiefly confined to fugitive inch ads, which occasionally crept into the newspapers when something special was to be announced, such as in the event of an increase or drop in the price of tickets, removal notices, etc.

With the advent of the City Dairy Company about that time, the prevailing idea regarding dairy advertising underwent a considerable revision. The City Dairy was formed of a stock company of local financial men imbued with the idea that a large dairy, run upon strictly scientific lines, and controlled by modern business methods would eventually become a profitable venture.

For the first two or three years the City Dairy's publicity mediums were the bill boards, street cars and the local newspapers. The latter medium was used only to a limited extent, and not systematically.

Finally, after a short while, the management of the enterprise was handed over to Charles E. Potter, formerly manager of the Dold Packing Company, Buffalo, and the Paragon Supply Company, London, England. Mr. Potter saw at once that if the company was to make material progress aggressive advertising methods would have to be employed. It must be confessed that public feeling at this time did not favor the new company, as many were in-

clined to regard it as a sort of a milk trust, and looked for practices peculiar to this particular species of commercial evolution.

A "Shetland Pony Competition" was the first advertising scheme projected. It was so called because a Shetland pony was presented as a prize to the person who produced the largest number of coupons for every dollar's worth of tickets. Although the competition created a great deal of talk and was eminently successful from an advertising stand-

## For Baby's Sake—

There are fifty things you can eat in the day—Baby's diet is principally milk. See—be sure—that it's pure. See that it comes from inspected farms—that it's clarified, that it's properly pasteurized, therefore danger proof—that it's delivered to you in sterilized, dust-proof bottles—that it's SAFE! That's the City Dairy kind.

We deliver MILK, Cream, Butter and Ice Cream anywhere. Please Call 2947.

Our NEW Pasteurizer is the latest invention of science. Come and see it soon, please. You'll understand what safe milk means then.



ONE OF A NEWSPAPER SERIES

point, it is doubtful if a similar scheme will be resorted to again, as the directors thought the method too sensational.

Other methods which the City Dairy have used, and are still using to increase their business outside of direct advertising, is a standing invitation to the public to inspect their plant. Free teas are served Saturday afternoons from the middle of September until March or April, in their fine ornamental building, which is in a choice residential district. Neatly printed invitations are issued to which is attached the menu, and these are sent out to their customers about a week ahead. The city is divided up into sections, and as only one section is invited at one time the company manages to have a different crowd of guests assembled at each occasion.



Every course on the dainty menu is the product of the company's plant, with the exception of the tea. As this is a special brand the advertisement is charged for and this pays for a goodly share of the expense attached to the function.

In a talk with H. M. Tedman, who has charge of the City Dairy Advertising for the J. J. Gibbons Agency, he declared the evening papers to be the best medium for their purpose. "You see," he said, "the evening paper is essentially a family paper. It is usually delivered to the home and is read by the entire household. While the morning paper is excellent for some lines, it would not do for us. We use three local dailies, and run a change of copy in each twice a week, so that one of our ads appears at least once every day. By adopting this plan we believe we cover the local territory pretty thoroughly, and avoid duplication, although the danger of duplicating your advertising in the local newspapers is not great, as the families are the exception that take more than one paper a day.

"No, we don't believe in using theatre programmes. We base our reasons for this belief on the principle that people go to the playhouse primarily to be entertained, and while they may read the advertisements during the waits, still they are not in the mood to listen to business talks, and hence

**CITY DAIRY BUTTERMILK**  
Keeps You Well in Hot Weather

As cold as present to regular water intake—means practically ALL the non-fatty solids in milk—a fine toning and stimulating effect on the stomach. People who don't like "fat" get this suggestion of it in hot weather—live on City Dairy Buttermilk. Five cents per quart.

*City Dairy*

1907 U.S. DAIRY CROCKER

**When You Drink "Dipped Milk"—You Drink Dirt**

Someone across the rail platform approaches you, waving his fist, shouting you are dirty. When you turn around, you find the man shouting at you and dirt smeared on his nose. You quickly grab the nearest newspaper and find the headline: "Dipped Milk—It's Dirty." You turn and walk across a nearby platform, dropping the paper. The dirty man, who had sneered at you, is now shouting at you, "You're dirty!" You turn and find the man going to the station master and shouting, "That man's dirty!"

*City Dairy*

### DIFFERENT IDEAS IN SERIES

carry away in their minds no definite impression of the ads they have read during the evening. That's our view, anyway, and we believe statistics will prove it to be the correct one."

The City Dairy Company has a satisfactory system of distribu-

## Make Your Advertising Heaviest Where the Market Grows Fastest

Figures show that the fastest growing market in the world to-day is Seattle and vicinity. Every year the population increases enormously — every year there is a corresponding increase in the demand for all kinds of goods.

In 1880 the census showed Seattle to be a little town of.....**3,533**

In 1900 the Government figures placed the population at **80,671**

On June 1, 1909,  
Polk's Directory,  
the standard au-  
thority, gave the  
number of  
inhabitants **309,375**  
as.....

**SEATTLE  
TIMES**

covers this Big Market with absolute thoroughness is proved by its circulation figures. Through the month of September the TIMES' averages were

**Daily 65,051, Sunday 82,507**

During September the  
TIMES carried

1,060,220 lines of Advertising

This represents a gain over September, 1908, of 248,836 lines, or over 30 per cent.

The TIMES is the fastest growing newspaper in the fastest growing market in the world. Your advertising belongs in its columns.

TIMES PRINTING CO.,  
Seattle, Wash.

**The S. C. BECKWITH**  
SPECIAL AGENCY  
Sole Foreign Representatives  
Tribune Building  
NEW YORK CHICAGO

# The Advertisers Know

Like the ticker  
they tell the tale

THAT IS WHY

## The Richmond Times- Dispatch

PRINTED

### 244Columns

71,736 Lines  
of paid adver-  
tising in its  
regular edition,  
Sunday, Octo-  
ber 3, 1909

### It Is Supreme in Virginia

**HAND, KNOX & CO.**  
Brunswick Bldg., New York

*Foreign Representatives*

tion. Over 300 stores in Toronto handle their product. One feature that has tended to popularize their ice cream trade is the setting apart of a certain day in the week when they make a specialty of offering dainty combinations of fruit and cream, such as apricots, peaches, cherries, walnuts, at a slight reduction under the regular price. That is, a brick selling for 25 cents ordinarily would sell on this special day for 20 cents. About three or four days previous this specialty is announced by yellow streamers on the windows of the store handling City Dairy products. Following up this newspaper space is used to advise people to watch for the yellow streamers, and benefit by the special sale of some particular delicious iced dainty. These special ice cream bricks by-the-by, cost slightly more than the ordinary

#### When You See a City Dairy Yellow Streamer

in a shop window—and there are more than 300 of them—just you go in and buy a brick of one of the delectable and most delicious fruit-and-ice-cream combinations you ever ate. And you pay only ordinary prices—no more. Some of the treats: Maple Walnut, Apricot, Peach, French Cherries, Raspberry, Tutti Frutti, etc., etc. Your dessert that day will be the best of the week.

THE CITY DAIRY CO. HAS WON GOLD, SILVER AND BRONZE MEDALS IN THE WORLD'S FAIR AT ST. LOUIS, MO., 1904. THE CITY DAIRY CO. HAS WON GOLD, SILVER AND BRONZE MEDALS IN THE WORLD'S FAIR AT ST. LOUIS, MO., 1904.

NEWSPAPER ADVERTISING CO-OPERATING  
WITH DEALER'S SALES

bricks, but they find that the increased trade done on these "Yellow Streamer Days," as they call them, more than justifies the slight reduction in price.

The advertising of the City Dairy just at present is confined within the city limits, although during the summer months they do a considerable business with the summer resorts in milk, ice cream and buttermilk. Their advertising bill is fairly high, amounting up to about \$7,000 or \$8,000 per year. About three-fourths of this goes to the newspapers, and the balance is devoted to general printing.

The company has never used circulars. They have relied almost implicitly on newspapers in the past, and have found that the three dailies they are now using—the *Star*, *Telegram* and *News*—

are strong papers, well read, and give them good results. "A great deal, of course, depends on the kind of copy used," said Mr. Tedman. "The time is fast passing away when you could use the patent medicine one-word catch-line like 'Catarrh,' for instance, and expect to get results. We have always sought, as far as possible, to tell our story in the heading, the theory being that once we have interested a reader in our heading, he or she will read what we have to say. Even if the person doesn't go past the heading they still have our story, and we have gained our point.

"One point we always emphasize is our standing invitation to our customers and others interested to visit our plant. We believe that is really our best advertisement. We have found that once a woman inspects the methods of the City Dairy plant we can safely rely upon her becoming a permanent customer.

A short time ago the City Dairy Company took up a campaign against dipped milk, ordinarily designated as "dip and serve" milk. In these ads they used their regular space and advocated the use of bottled milk. They tried to show conclusively that the can milk was detrimental to good health.

When it is considered that the company now serves over 20,000 customers per day it will be seen what effect advertising had had in their trade. The marked yearly increase in the business of the City Dairy has been attributed largely to their advertising policy.

From a slow, moribund organization to the largest dairy in Canada, with a business larger than that of the three next largest dairies combined, is the record of the City Dairy in the comparatively brief period of less than ten years. To illustrate in concrete form the rapid progress of the company a few examples may be quoted. In a comparison of results recently made, the business of the company was shown to have increased in one day 100 per cent in advance of the same day of the previous year.

## A New September Record

During the Month of

September, 1909

*The*  
**Chicago Record-Herald**  
Gained 239 Columns

in display advertising over the corresponding month last year and exceeded every preceding September record in the history of the paper.

This follows continuous increases each month during 1909.

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*The*  
**Chicago Record-Herald**  
NEW YORK OFFICE  
437 FIFTH AVENUE

## RICH and CLEAN

That's a wonderful combination. The richest city in proportion to its population and the cleanest city in the state.

## That's Utica, N. Y.

Population 74,000

Its strong influential newspaper whose September daily circulation average was 17,392 is

## The Utica Observer

**BENJAMIN & KENTNOR COMPANY**

*Special Representatives*

225 Fifth Avenue . . . New York  
1007 Boyce Building . . . Chicago

# Los Angeles Examiner

WILLIAM RANDOLPH HEARST

"BEST RESULTS FROM THE BIGGEST CIRCULATION"

## Examiner Advertising Gains

For First Nine Months of 1909  
Over Same Months of 1908

	Local Display INCHES	Eastern Display INCHES	Classified INCHES	Total INCHES
January . . . . .	3,059	691	2,167	5,917
February . . . . .	133	410	1,560	2,103
March . . . . .	1,654	222	*984	892
April . . . . .	5,165	1,099	3,841	10,105
May . . . . .	6,103	980	3,335	10,418
June . . . . .	7,027	1,476	3,723	12,226
July . . . . .	9,627	1,435	4,288	15,350
August . . . . .	12,217	595	3,644	16,456
September . . . .	7,330	1,396	3,215	11,941
<b>Total . . .</b>	<b>52,315</b>	<b>8,304</b>	<b>24,789</b>	<b>85,408</b>

\*Loss

This unparalleled gain has been secured because the EXAMINER is the true representative of the spirit of Los Angeles and the Southwest. It is the *popular* paper for this reason.

It sells more Sunday papers than any other Los Angeles paper and more than its nearest competitor prints.

## Thanked By All

The LOS ANGELES EXAMINER has just performed the greatest journalistic feat in the interest of the public extant.

After bond brokers had refused to buy the \$720,000 of 4% school bonds because the rate was too low, the EXAMINER conducted a popular sale of these bonds and in nine days' time disposed of all of them to the citizens and the financial institutions of Los Angeles.

The bonds should have been issued last March, but interests hostile to the school board prevented, and when the courts finally disposed of the question the money market condition had changed and the bonds went begging.

The LOS ANGELES EXAMINER has been thanked by the board of education, teachers association and all the civic and commercial organizations of Los Angeles and Southern California because the school situation was in reality a crisis—seven thousand children being unable to secure admission to the overcrowded schools and classes were conducted in the open air in the school yards.

THE LOS ANGELES EXAMINER COULD NOT HAVE PERFORMED THIS UNPARALLELED SERVICE FOR THE COMMUNITY IN WHICH IT CIRCULATES IF IT HAD NOT THE LARGEST CIRCULATION AND DID NOT HAVE THE CONFIDENCE OF THE ENTIRE COMMUNITY.

N. B.—The SUNDAY EXAMINER prints and sells more papers than any other newspaper in Los Angeles and Southern California and sells more papers than its nearest competitor prints.



# It Will Pay You

— Advertising —  
in The  
Commercial Appeal  
increased in  
September, 1909,  
over  
September, 1908,  
12 per cent

For the same period the  
circulation increased 15  
per cent daily and 13  
per cent Sunday

SMITH & BUDD CO.  
Advertising Representatives.  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Third Nat'l  
Bank Bldg., St. Louis.

## BUTTERICK COMPANY BUYS STOCK OF RIDG- WAY COMPANY.

LATTER, HOWEVER, WILL CONTINUE TO PUBLISH "EVERYBODY'S" AS A SEPARATE CORPORATION WITH E. J. RIDGWAY AT THE HEAD.

As PRINTERS' INK goes to press the Butterick Company, publisher of the *Delineator*, *Designer* and *New Idea* magazine, is making preparations to purchase the stock of the Ridgway Company, publisher of *Everybody's Magazine*. "The situation is this," said George W. Wilder, president of the Butterick Company to PRINTERS' INK: "The Ridgway Company has a surplus of talent in its editorial and business departments—a lot of able men who find that one magazine isn't big enough for them. The Butterick Company has a surplus of printing facilities. By the new arrangement the Butterick Company will be able to avail itself of the Ridgway Company's surplus talent, while the Ridgway Company will secure the advantages of the Butterick Company's immense printing plant.

"The Ridgway Company, however, will remain a separate corporation, with E. J. Ridgway continuing as the active head of *Everybody's Magazine*.

"We have had an option on the stock and there will be a meeting of the stockholders of our company to vote on the proposition of increasing our capital stock to \$3,000,000 to acquire the Ridgway Company's stock. While the proposed transaction is contingent on the action of the stockholders, there is absolutely no doubt that the plan will go through.

"A newspaper reporter asked me yesterday whether I proposed to get out of the business, but there's nothing in that report. I don't intend to get out of the business as long as our stockholders continue to throw their votes in my direction."

Mr. Wilder also stated that there would be no change in the policy of *Everybody's Magazine*.

## The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat."—Lucullus.

By Leroy Fairman

There are 189 commercial advertisements occupying from one-fourth of a page upward in a leading magazine for October. Of these eighty-seven are not keyed in any manner, and 102 are, or may be. That is to say, I have classed as keyed all advertisements bearing a street number, whereas it is highly probable that many give the correct number—which means the same number in all the magazines in which the advertisement appears. As to some, I know that such is the case.

The fact that nearly half the advertisements in a prominent magazine are unkeyed may mean several things.

In some cases, it undoubtedly means that the advertiser knows from past experience that the magazine is a good one for his purpose, and sees no reason for keying it further.

In other cases it means that the advertiser, with the assistance of his agent, has picked out a list of magazines that ought to be good for his purpose, and is going it blind. If we knew how many of this class there really are, we should probably be somewhat surprised.

The fact that so many full-page ads are unkeyed is significant. It discloses a situation of this nature:

We have built up a big business, and made our pile.

Advertising in good magazines pays.

It must, because the magazines admit it, and our competitors use 'em.

Jigson's is a good magazine.

Therefore, as we have the money to spend, into Jigson's we go, and there we stay.

Which is a good thing for Jigson's, and as our business is growing so fast that it keeps our coat-

tails standing out in the air to keep up with it, who shall say that it isn't a good thing for us?

\* \* \*

Horace Greeley once reprimanded a young man for a questionable transaction. "Well," replied the young man, "I've got to live, you know."

"Oh, I don't know," said Horace, "I don't see any necessity for that."

The air is full of magazines. Some of them are good, but most of them are not. The advertiser supports practically all of them, but why he does it I cannot say, as the necessity for keeping the breath of life in the ordinary magazine is not apparent to the sagacious observer. It is sure that they do not pay their advertisers, never can, never should be expected to.

The magazines, as a whole, get the advertisers as a whole. The big man, with a lot of money, and the small man who thinks he has figured out a way to make a lot of money, and has his nerve with him, use Jigson's, and the others of the Dreadnought type, and are proud of it. The little fellow, the timid experimenter, and the man who can't see the big magazines at the price, pike along with the small magazines, and hope for the best. Which enables all the motley horde to come out every month, more or less on time.

It is a good thing for the hundreds of magazines that do not pay their advertisers that magazine advertising is popularly supposed to be a paying proposition—manana. It is building up business—for the future. It is creating prestige. It is establishing a reputation for us. It is familiarizing the public with our trademark. Its real effect will be felt years hence. It will make us a

three-time winner, surest thing you know.

But not now, good sir. Manana.

\* \* \*

Now, the essential and intrinsic merit of this fairy tale, little ones, is that it is strictly true in spots. Some magazine advertising in some magazines does those very things. The fact that all magazine advertising in all magazines doesn't do them is responsible for the waste of more money than you and I will ever see, if we keep working away at our present rate of income until Mr. Halley brings his comet around again.

You see, the very able young men who are here to-day and in San Francisco to-morrow, in the interest of the magazines of the first grade, have for years preached the doctrine of the manana thing. They have talked prestige, and reputation, and establishing a valuable trade-mark, and building a reputation, far more than immediate results.

And, mind you, they have been quite right in doing so. Advertising in high-class magazines, year after year, will work wonders along the lines mentioned—if you have the money to pay for it, the business to back you up, and the patience to wait. But this line of chatter on the part of the representatives of the real magazines has furnished the cue for the imitations. The representative of the magazine with only one shirt to its back, issued with much travail from a publication office where the editor and publisher use the same waste basket, and the ghost walks with two crutches and a cane, uses precisely the same arguments, and you can't stop him. He gets business by painting rosy pictures of the future, but his publication can deliver neither immediate results nor any other valuable consideration. It is built upon a foundation of bunk, pure and simple.

\* \* \*

All this is not a brief for the magazines of large circulation, nor a knock on the little fellows. Not at all—quite the contrary, in fact, for I know several magazines

whose circulation is considered small in these days but which nevertheless deliver the goods. A magazine circulated solely among a chosen few may be the finest possible medium for the man with an article appealing strongly to the elect, whereas the magazine of great circulation and advertising rates to correspond would prove a frost. The sort of magazine I am talking about has no excuse for existence, not because its circulation is small, but because it is representative of nothing in particular and does nothing that isn't done a great deal better by some competitor. The weak, colorless and flabby imitations of magazines that cumber the earth have a right to live by circulation if there are enough people silly enough to read them, but there ought to be a law against their carrying any advertising.

\* \* \*

Speaking by and large, whatever that may be, it seems as if this dealing in futures were somewhat overdone. Many an advertiser who merely gets back the cost of his space in immediate results gets so excited that he writes letters about it, although it would seem that, on occasion, an advertiser might reasonably expect a little more than that. It depends a good deal on the character of the article advertised. If a man is building up a reputation for a high-grade piano, he may with patience wait upon manana, but if he is selling a whale oil painting of Dr. Frederick A. Cook there may be reasons why it would be wise to get a little quick action. Most people have a not unnatural desire to make money during their present existence whatever their business may be, and should not be chided too harshly if they insist that their advertising prove a paying investment now, or nowabout.

One trouble with magazine advertising is that so many manufacturers can afford to use it, whether it pays or not. If you have a shaving soap which, as it were, is in everybody's mouth,



you can afford to buy big spaces in costly magazines for the purpose of bragging about the lovely fleur de lis design on the cover of the box you put it up in. I'm not saying that it is a bad thing for you to do, or unprofitable. But think of the example you set.

What is sauce for the goose is not necessarily sauce for the gander, but the gander may be depended upon to fall for it, all right. Thirty or forty artistic, imposing, unkeyed full page magazine ads have within them immense possibilities for evil. The inexperienced, or the man unaccustomed to thought, is more than likely to figure that such advertising must be profitable to those who use it, and that it must, therefore, be good advertising for him. As a matter of fact, those who advertise in this way often do not know whether their magazine advertising pays them or not, nor care very much, and, in any event, such advertising would be fatal to the beginner.

The man who breaks in with a new shaving soap, for example, knows that he must advertise it, and what more natural and logical than to advertise it the way his successful competitors advertise their products? He does not seem to understand that advertising is a necessity to him, while it may be only a luxury to the established competitor. He forgets that the good qualities of competing articles are well known to hundreds of thousands of men, and that handsome pictures and flubdub keep the interest up, while, on the other hand, nobody knows whether his article has any merit or not, and nobody cares.

It may be truly said that it is no fault of the magazines if the successful and wealthy manufacturer who has been advertising for many years chooses to fill his space with advertising which is seemingly not intended to sell goods. It may also be claimed that it is no fault of the magazines if they take similar copy from the advertiser who has his success yet to make and is new at the game, but I don't see it quite that way.

## **Can YOU Write a Good Book Advertisement?**

Doubleday, Page & Company are most desirous of developing *efficient, compelling* copy for book advertising, and in addition to our own staff, we should be glad to get suggestions from the readers of *Printers' Ink*.

We will pay ten dollars (\$10), for any bit of copy good enough to be used of any of the following books:

### **Actions and Reactions**

By RUDYARD KIPLING

### **The Girl of the Limberlost**

By GENE STRATTON PORTER

### **The Southerner**

By NICHOLAS WORTH

### **Set in Silver**

By MR. and MRS. C. N. WILLIAMSON

### **Lords of High Decision**

By MEREDITH NICHOLSON

### **Arsene Lupin**

By MAURICE LE BLANC

We are open for any sort of suggestion for the more efficient spread of information about our books, and we should be glad if the advertisements received lead us to the discovery of a writer of real book advertising—the kind that sells books.

**DOUBLEDAY, PAGE & CO.  
NEW YORK**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, October 20, 1909.

## "Free Publicity" and the Newspapers

One of the most interesting documents ever printed is a recent bulletin of the American Newspaper Publishers' Association, giving a really amazing list of those who have sought free publicity from the newspapers of the country, and specifying the open or overt objects of their "stuff."

This list is a genuine human document, for it exposes the American craze for free publicity in every form, from the laudable and mild to the absurd and the maniacal. It lays bare how Chauncey Depew is seeking personal publicity; how the liquor interests are pouring forth defense of drink from a score of sources; how corset manufacturers are surreptitiously behind "dressmakers' shows" which they have brass enough to ask newspapers to advertise free; how the tariff interests have endeavored to allay the wrath of an uprising public; how the benzoate allies and enemies

are trying to budge public opinion; and (in perfect seriousness) how the raisin growers of California want to urge the national observance of "Raisin Day." (!).

Even Christian Science has its press agent—and so has the harassed Trinity Church, New York. Peterman's Ratmouse Food is endeavoring to scare the public by telling how rats carry the plague, and a poet from Clearfield, Pa., is sending out press matter to increase the sale of his poems! "Society lights" press their photos and write - ups on newspapers, and those seeking to influence opinion about pending legislation are legion.

Altogether the list of several thousand publicity seekers is a remarkable tribute to the esteem in which the advertising value of newspapers is held. The "itch for publicity," as Samuel Blythe calls it, is proven by this list to be universal. It only remains for the newspapers to adhere to a firm policy of refusing such concealed methods of publicity, and the free space-seekers will soon realize that the natural, respectable and by far the most effective way to influence opinion is to pay for space and talk out in the spotlight where motives will not be prejudiced, as they are by the use of subterfuge.

## "Sighting" An Advertising Campaign

An advertising campaign started before the market, the mediums and the copy have been analyzed as far as human skill can accomplish, is exactly like a big modern cannon-load exploding before the sighting has been calculated by delicate instruments, and the ammunition rammed home scientifically. It will be a bad miss—if not a fatal and injurious accident.

It is a great deal easier accomplishment to aim even a modern complicated gun, than to aim an advertising campaign which does not come into any of a few broad classifications. The manufacturer ready to advertise is frequently greatly confused both about the direction he shall point his gun

and the kind of a gun he shall use, for he finds advertising men far from agreeing. The truth is that too many advertising men have no very precise knowledge of the special merits of the separate tools of advertising—or they do not apply what knowledge they have with professional impartiality. They have great faith in a medium or a method, and often by special energy and aggressiveness they make successful whatever method they adopt.

The question is, however, What did success by any one method cost, and how did that method or medium meet conditions? The advertising question to be debated more in the future is not, Did a campaign bring results? but, Did it bring results at the lowest cost? Such a test is widely needed now.

### **Scarce Raw Materials and Advertising**

There is a most serious scarcity of raw materials in many lines. The leather industry, with all tariff barriers down, and the whole world's markets open on a parity, cannot find hides enough for the industry. With a constantly increasing world-wide demand for shoes, with the development in the last ten years of the automobile business, using 300,000 hides alone, the situation is serious. Retail shoe prices may go up 25 per cent.

The rubber industry is no better off. The supply is 40 per cent behind the demand; and here again the auto is making heavy drains. The cotton growers can't supply all that the world wants, and with a crop shortage like this year's, the situation is also made serious. Lumber is also tight in the market, and so are many other commodities. A greater quantity of raw material is being imported than ever before.

Whenever raw materials become scarce, imitation and adulteration is most active, and the genuine-quality manufacturers have the most trying time to hold and increase their price and their market, in the face of inferior goods. The public usually finds

retail prices remaining the same, but *qualities much deteriorated.*

Consequently, the present scarcity of raw materials is a storm warning to manufacturers without trade-marks or quality prestige with consumers to hasten to fix firmly in the minds of users standards of material and desirability which will enable such manufacturers to keep out of the jostle and jolt of unsettled prices and scarce raw materials.

### **The Government and Extravagant Advertising**

It used to be a rough and tumble advertising precept in some quarters to "claim everything in sight" for your goods on the principle that when the other fellow followed with his claims they would all necessarily look like imitations. Similarly some babes in advertising experience are still extant who believe that the best advertising is the most lavish and exaggerated, even untruthful praise—on the idea that the public discounts advertising claims anyhow, therefore why not go beyond the facts to allow for the discount?

The pure food act is teaching more such advertisers a lesson than is commonly realized. It has not been noticed, for instance, that the government has just finished prosecuting the New England Food Company, South Norwalk, Conn., makers of Nivara Cereal Food, who claimed that Nivara "helped to digest other food," and was a "rich concentrated food"—neither of the claims being found true.

Two syrup concerns, one in Michigan and another in California, have been fined for claiming 40 per cent. maple syrup, whereas there was none in their products; while corn, tomato and other canners have also been fined for short weight.

The government is doing a very strong and perhaps not altogether appreciated service to advertising, by its excellent enforcement of the pure food laws, than which nothing has helped more to raise confidence in advertising.

### **American Autos Conquering the World**

If any one desires to feel the thrill of American commercial conquest against foes thoroughly worth our steel, and at the same time note the increasing world-power of American advertising, he need only examine the foreign automobile business of American makers.

Foreign cars of certain superior makes were for years regarded as above anything America could produce. The exact truth of such claims is a matter for experts, but the automobile export figures tell a tale of rapidly increased foreign preference of American autos which carries strong inferences, not the least of which is the effectiveness and long reach of American advertising. The fact that automobile exports grew from \$1,895,605 in 1904 to \$4,556,991 in 1908, is most convincing evidence that American advertising affected Europe, for the ratio of increased purchases of American automobiles in Europe was greater than the ratio of increase in purchase of European autos; and the great bulk was bought by English-speaking people, who could read our advertising.

The market in all North and South America is also remarkably alive. Out of 36 autos in use at Yarmouth, Nova Scotia, 32 are made in U. S. Superior agency and repair facilities have given French and Italian cars supremacy in Brazil, but the market is very responsive to American advertising, and an equal contest, it is conceded, will give the market to this country.

### **Why Not More Dairy Successes?**

To read the description of the success secured with the help of advertising by the City Dairy of Toronto (described in this issue) is to feel a strong inclination to ask why every city in this country does not have so up-to-date a dairy. Certainly the business is there to be secured, and in many cities the dairies are so far behind the times as to make the City Dairy of Toronto, in contrast, a

tale from the Arabian Nights.

Now, what would result if some live capitalists in a city were shown this issue of *PRINTERS' INK* and if they simply did no more than apply the methods of the Toronto dairy? With the way blazed by this article, there should be few difficulties in the way.

It is to the direct advantage of newspapers in every part of the country to take copies of *PRINTERS' INK* containing such articles as this one concerning the City Dairy, and such as the recent one describing Loft's candy stores in New York, to local dairymen and candy retailers, and if they fail to take hold, then the matter should be put up to local capitalists.

### **The Big Advertising Agents and Printers' Ink**

A contract has just been signed with N. W. Ayer & Son, Philadelphia, for the front cover of *PRINTERS' INK* for one year from November 6th. Other contracts are now in hand or running for considerable space for Lord & Thomas, J. Walter Thompson, and Long-Critchfield Corporation.

These four agents will, in the next year, place an aggregate of about \$14,000,000 worth of advertising, and they constitute a battery of the foremost agents in this country. Their use of *PRINTERS' INK* to reach advertisers is a significant compliment to the reach and influence of *PRINTERS' INK* with advertisers, and explains the rapidly increasing advertising by publishers in *PRINTERS' INK*.

The Des Moines *Capital* has just finished the largest advertising month in its history. It carried a total of 5,000 inches local, and 5,910 inches of foreign more advertising than in Sept., 1908.

At the annual convention in Philadelphia, October 12th, of the National Paint, Oil & Varnish Association, additional protest was made against the pending legislation to compel paint makers to publish their formulas. An increase of 24 5-10 per cent in the cost of paints and similar products during the last ten years was reported.

Read the five talks in *Printer's Ink*, issues of July 21

Aug. 18

Sept. 15

Oct. 20

Nov. 17

# Steady March Of Progress in Richmond, Ind.

The Richmond Fall Festival of 1909 is now history, but there remains the wonderful good to the city and to the community. The crowds surpassed the expectations of the most optimistic. Thousands were the guests of the Panic Proof City and joined heartily in the festivities of the three days.

Everyone in Richmond joined hands, worked hard, and as a result, the Second Annual Fall Festival surpassed any other event in the history of Richmond. The city had on its gala day attire and the down-town streets were massed with the Festival colors, yellow and white, mingled with the national colors. The streets at night were beautifully illuminated with electrical displays, arches, etc.

The Festival is convincing proof of Richmond's ability to retain the name of the "Panic Proof City" for years to come. There was a feeling of friendship unsurpassed. This year's Fall Festival marked another mile-stone in the path of progress of the city's new era. Last year, the Fall Festival was a big success. This year, it was a tremendous success.

All this large, friendly community of Richmond and vicinity reads and swears by the Palladium. The Palladium and its management has taken its part in the progressive life of the city and around Richmond one has only to speak of the Palladium to speak of the new life and progress of the city. The advertiser who wants his advertisements read and believed should use the advertising columns of this prosperous newspaper, carrying more advertising than any other paper in the community and with at least one thousand more circulation than any other newspaper in the Sixth Congressional district of Indiana, consisting of nine of the finest counties in the State.

The circulation consists of the best families in the county, all regular subscribers. No street sales. At present, the circulation totals over 5,450 net. Over 3,060 subscribers in the city of Richmond alone is the latest record in the Palladium's circulation. This is the highest point ever reached in the city and speaks well for the popularity of the paper. The management is particularly proud of this high mark inasmuch as it has been reached without the use of premiums, contests, etc., and only on the merits of the

## Palladium and Sun-Telegram

Special Representatives

**Payne & Young**

750 Marquette Bldg., Chicago.

30 West 33rd St., New York.

**TALK**

**FOURTH**



A new record in the Palladium's  
circulation—City over  
Total over  
**5,450**  
net. 3,060.

## PERSONALITY IN DEPARTMENT STORE ADVERTISING.

INDIVIDUALITY IN COPY, LAYOUT, ETC., VERY VALUABLE—HOW IT PAYS TO ALLOW TIME ENOUGH FOR A GOOD JOB—TEN QUESTIONS WHICH EVERY AD SHOULD MEET.

By *Albert W. Guptill.*

Advertising Manager, the Gilchrist Company, Boston; part of address delivered October 12th, before N. E. Dry Goods Association.

An irresistible charm takes hold of us when reading the works of certain authors. We almost feel their presence and think of them as someone we know well.

This charm, this personal magnetism, is a most valuable gift when possessed by an advertising writer. There are ads written by some which are just as eagerly sought after by readers as the novels of some celebrated authors.

The briefest, the simplest words are always the best, especially when writing advertising; forceful, interesting language put into printers' ink always "reaches the spot." Give character to your ad by paying strict attention to outward appearance. Put your stamp of individuality on it. This can easily be accomplished by using a characteristic border, name-plate, or some design, and will become well known to the public.

It is a mighty good thing to change the copy daily, but do not change the border, neither the name-plate. The more they are used, the more valuable they will be, provided they are good. Of course, regarding the border you may take exception to this rule when using a full-page ad, although there are some successful advertisers who keep this rule even in their full-page ads.

In the arrangement of the ad care should be taken to make a symmetrical division, then the

copy should be arranged so that it may fit exactly the assigned place. In display lines an easily distinguishable type should be used. Fancy letters look well on an illuminated page of an Author's Edition, but they have no place in newspaper advertisements. Don't overcrowd an ad with cuts, and by all means do not write the copy to fit the cut. Well-written text sells the goods; that is to say, it brings the people to your store.

Make the language which you put into print as convincing, as forceful as you can, and the easiest way to do this is to be plain. Believe in the good qualities of the articles which you are praising. Your enthusiasm, your belief, and your personality which you put into your ad-writing is catching, and people invariably feel, when reading your ads, that you are telling the truth.

Every retailer should strive, through the copy he puts into his "ad" and the general appearance of the "ad" itself, to make his newspaper advertising individual. The constant use of a certain size

The image shows a full-page advertisement from a newspaper, specifically from Kansas City. The layout is highly symmetrical and organized. At the top, there's a decorative border. Below it, the main title "AUTUMN EXPOSITION" is prominently displayed in the center. The page is divided into several columns, each containing different types of advertisements and text. On the left side, there's a section titled "Perfection of Quality in Our 'Green Beans'" and another for "Lemon Syrup". The central column features a large illustration of a clock or a similar mechanical device. To the right of the center, there are more advertisements, including one for "New American Building" and another for "Capital State Bank". The bottom of the page is also filled with various notices and small advertisements, including one for "New Book Store" and another for "The Kansas City". The overall design is clean and professional, with a clear emphasis on symmetry and balanced distribution of content.

AN EXCEPTIONAL PAGE FROM KANSAS CITY

and face of type is one form of advertising individuality.

In preparing copy for a newspaper "ad" one should remember not to crowd the space so full as to make it necessary to use small type. He should say all that he has to say, but should use enough space to keep it from looking crowded. A crowded advertisement usually repels people, and by its appearance keeps them from reading it. On the other hand, the advertisement that contains a good measure of white space and has good readable type attracts readers because it has the appearance of being easy to grasp.

There is only one way in which to be sure of having a well-balanced, attractive, easily read advertisement; that way is to take time beforehand to study it out, and then to send your copy in to the newspaper early. You cannot expect printers, or any one else, to do their best work when hard pushed.

As a guide to the merchant and the unmethodical ad-writer, the following ten questions should be put to their advertisements before being passed into the printer's hands:

1. Will this kind of type, layout and border give the ad a pleasing typographical appearance?
2. Is it different, and will it stand out from the advertising of competitors among which it is to be placed?
3. Is too much matter crowded into too little space, or could more matter be used to advantage?
4. Is the head-line as catchy as it might be?
5. Has the illustration a close connection with the goods advertised?
6. Is the description of the goods well calculated to arouse in the reader a desire for them?
7. Are you familiar with the quality and actual value of the goods advertised?
8. Have you compared these goods in quality and price with those offered by other merchants?
9. Does the argument used tend to convince the reader that it will pay him to purchase your goods in preference to the goods of other merchants?
10. Does everything in the advertisement harmonize? Is the ad as effective as it might be? Will it be sure to catch and hold the attention of readers, persuade them to make purchases from you, and induce them to speak to their neighbors about it?

## The Toledo Weekly Blade

circulates mostly in villages and on farm lands already in the hands of the second generation. It circulates among people who produce more wealth per capita than any similar sized section between the oceans.

It has a circulation of

NEARLY A

*Quarter of a Million  
a Week*

and every name represents money paid for the subscription in advance.

**RATE: 50 CENTS PER LINE**

**PAUL BLOCK, Inc.**

*Managers of Foreign Advertising*  
**New York Boston Chicago**

**THE DAILY TOLEDO BLADE**

carries more advertising than any newspaper in Northwestern Ohio

## 150,000 Visitors in Three Weeks

**T**HAT'S what we have this month during the big land opening at **ABERDEEN, SOUTH DAKOTA.**

It's a town of only 12,500, but is better than most eastern towns of 50,000.

In 1905 the population was about 5,000. Pretty good growth, wasn't it? MONEY makes it grow and the Dakotas have the MONEY.

Do you know that South Dakota has the greatest wealth per capita of any state in the Union? Tell the DAKOTA PEOPLE what you have. They can buy.

**THE**

## Aberdeen Daily American

*The Great Morning Daily  
of Northern South Dakota*

is the popular paper of this prosperous section. The sworn daily average circulation for September, 5,127. Greater by thousands than its contemporary. This is gilt-edge circulation, and every reader is a possible buyer. THE AMERICAN has the exclusive Associated Press franchise and carries more reader, classified, foreign and local display advertising than any paper in this territory.

Rate card and sample copy sent upon request

*Write Now*

**PAUL R. BOHEN, Advertising Manager**  
**Daily American** --:--:-- **Aberdeen, S. D.**



## SIX POINT LEAGUE STARTS BOOST MEETINGS FOR NEWS- PAPER ADVERTISING.

The Six Point League, New York (composed of newspaper special representatives), held its first meeting October 12th, at the Aldine Association Rooms, with a very good attendance. President Richards announced that meetings would be held again in December, February and April, and that the purpose of the League was to advance the interests of newspaper advertising in general. The scope and plan committee reported that it was arranging to continue the work of furnishing ads for newspaper advertising

in general, and also reading notices, both without address attached. It was also suggested that data concerning the cost of other forms of advertising be secured, to form a basis of comparison in argument.

George W. Batten told the specials that co-operation for the general good of newspaper advertising was a splendid project, and that the thing the advertiser and the agent was most interested in was not slaps at rival papers, but facts about the community served by the paper. The problem with the advertiser was whether or not he should go into any particular city with his advertising, and to decide this question he needed facts about the people in it, and their earning capacity and tastes, rather than circulation figures and challenges of rivals. He said it tended to destroy an advertiser's confidence in advertising in general when representatives knocked other mediums or contemporaries.

Manley M. Gillam said that circulation figures and the buying power represented were sometimes widely apart. He told how James Gordon Bennett had put an ad in the *London Mail, Telegraph and Times* for a physician for his yacht, and got but one or two replies apiece from them, whereas an ad in the *Lancet* (physician's journal) brought a hundred or more. This proved the value of going after the kind of people desired to be reached; and should put heart into the representatives of newspapers whose circulation does not loom so large as that of the big dailies.

Publisher Lowe, of the *Detroit Journal*, spoke of the rapidly advancing appreciation of newspaper advertising.

Those present were: C. H. Eddy, M. C. Watson, H. F. Lewis, E. A. Berdan, G. R. Katz, M. B. Holmes, M. D. Hunton, W. W. Chew, Fred P. Motz, R. J. Shannon, W. H. Lawrence, S. C. Williams, Chas. T. Logan, Louis Klebahn, Dan A. Carroll, Thos. A. Conklin, Herman Halstead, F. St. J. Richards, D. Peyton Bevans, John Budd, J. Frank Duffy, F. A. Kimball, G. B. David, W. H. Smith, W. A. Tice, W. J. Morton, H. E. Crall, Kurtz Wilson, J. P. McKinney, R. H. McKinney, J. D. Plummer, A. F. Smith, T. S. Hand, A. M. Knox, A. E. Clayden, J. C. Feeley, F. R. Northrup, Stacey Bender, Robt. Tones, W. D. Nugent, J. Frank Hackstaff, F. E. Colson, George French, A. Eugene Bolles, F. P. Alcorn, George Batten, F. P. Lawrence, W. D. Ward, Chas. A. Menet, Arthur G. Newmeyer, John H. Powers, C. L. Downes, Louis Gilman, L. B. Palmer, J. G. Frederick, W. B. Lowe, C. A. Regan, N. R. Maas, M. M. Gillam.

Come over here where the money is.  
Any legitimate selling proposition in the  
Washington (Pa.) Record will stick right  
square in the center of a cheery pocketbook.

The truth is we have 6,100 circulation,  
growing every issue. Reach a community of  
steady buyers in good circumstances, in a  
wealthy district. Great coal and coke re-  
gions, big trolley and R. R. Center (3 systems);  
old and well settled agricultural district  
—many retired. Rates on request.

The German Weekly of National  
Circulation

# Lincoln Freie Presse

LINCOLN, NEB.  
Circulation 142,440. Rate 35C.

It is a fact that the loyal, wide-  
awake prosperous clientele of the

## NEW YORK CLIPPER

offers an opportunity for the pro-  
gressive general advertiser which,  
cost considered, is the best "buy"  
among publicity investments.

Send for a copy to

**The Frank Queen Publishing Co. Ltd.**

NEW YORK

ALBERT J. BORIE, General Manager.

**ADVERTISERS ADVERTISE**  
Our Solicitors Have Easy Work

750,000 a Week. \$1.60 a Line W. D. Boyce Co., CHICAGO

**Boyce's  
Weeklies**



Newspapers are becoming more and more enterprising in the way of stirring up advertising. Many of them are now publishing regularly excellent articles on advertising for the benefit of local advertisers.

One of the best of these series is written by Theodore E. Ash, for the *Washington Times*. The usual advertising platitudes are rather avoided in this series, and a direct effort is made to create new advertisers. Practical suggestions how a book store might advertise and how olive oil and grape juice might be sold ready mixed, and other

monthly house organ called *Ink-Jings*, in which advertising arguments, testimonials and practical help in ad-writing is published.

The Buffalo Ad Club, on October 2d, heard addresses from T. L. Fauroute, of the E. R. Thomas Motor Company, on automobile advertising, and A. M. Drake, president of the Wyckoff Agency, upon descriptive advertising. The Buffalo & Detroit Advertising Club will meet together with the Cleveland Club, October 23d.

The New York *American* is now aggressively gunning for a rather unique size of newspaper advertising: double-page spreads for its Sunday issue. Howard Davis, recently put in charge of foreign advertising, has secured a number of these double spreads, and they have a peculiarly dominating effect.

The *Lutheran Observer*, Philadelphia, has absorbed the *Lutheran Evangelist*, of Dayton, Ohio, leaving the *Observer* the only weekly in the field. It is seventy-eight years old.

Homer W. Martyn, formerly Eastern manager of *People's Popular Monthly*, has joined the New York force of Hand, Knox & Co.

The Montgomery (Ala.) *Journal* has appointed Barnard & Branham representatives in the East and West.

# **The Evening Times** TALKS TO ADVERTISERS

PHILADELPHIA

Have you noticed how the *Evening Times* has been publishing so many excellent articles on advertising? Have you noticed how the *Evening Times* has been publishing so many excellent articles on advertising?

THE EVENING TIMES

# **Better Business**

Published at intervals by The Washington Times  
WASHINGTON, D. C. September 4, 1924

Now is the time

Successful Fall Campaigns

Are Being Planned

Capital Progression is the

secret for success.

There are two ways to success in business. One is to wait until the market is ripe and then to enter it. The other is to enter it now and wait until the market is ripe.

The first way is the safe way. The second way is the risky way.

But the second way is the way to success.

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suggestions are made in this series. In addition to this series of ads the *Times* publishes a 16-page advertising house organ, in which practical advice along many specific lines is published.

The *Chester Times* published a little

## **When You're Thro for the Day, Give Your Brain a Tonic**

Until you try it you cannot imagine how much real mental refreshment and nerve-soothing power there is in a drink of

## **Underberg Boonekamp Bitters**

It makes your thinking machinery run smoothly again, and puts you in shape for a pleasant evening in spite of a hard day at the office. Remember—the name is UNDERBERG, and don't you accept any other. Over 7,000,000 bottles of UNDERBERG have been imported into this country.

### **Enjoyable as a Cocktail and Better for You**

All the leading Hotels, Clubs, Restaurants sell it, or by the bottle at wine merchants and grocers. Ask for UNDERBERG, and see that it's the original. Booklet free.

*Bottled only by H. Underberg Albrecht  
Rheinberg, Germany, since 1846*

**LUYTIES BROTHERS, Sole Agents, 204 William St., New York**

## Business Going Out

The Detroit office of the J. Walter Thompson Company is sending out 112-line copy to the agricultural press for Husen Bros., Tecumseh, Mich. (Feed Cookers.)

W. B. Jones, Binghamton, N. Y., is sending 10,000-line contracts to Western papers for Dr. Howard.

The Sanitol Chemical Laboratory Company, through the Gardner Agency, of St. Louis, is using 74 lines, 26 times, in Pacific Coast papers.

The Mahin Agency, of Chicago, is handling the account of Dr. W. Coffee. Western papers are receiving contracts for 10,000 lines.

The Union Pacific Railroad is sending out 10,000-line contracts to Western papers through Lord & Thomas, of Chicago.

W. W. Sharpe & Co., New York, for E. Fougere & Co., is sending orders to Southwestern papers for 40 lines 52 times. The copy is for "Santal Midy."

W. S. Kilmer, Binghamton, N. Y., is using 10,000 lines in the South, and 5,000 on the Pacific Coast for Swamp-root.

The Alabastine Company, through Lord & Thomas, of Chicago, is placing 5,000 lines in the South.

The Chattanooga (Tenn.) Medicine Company is sending out orders and copy to Southwestern papers through Nelson Chesman. Orders amount to 14,000 lines.

The Rapid Motor Vehicle Company, Pontiac, Mich., has an extensive campaign outlined, covering a generous use of the leading newspapers, the great national weeklies and a large list of magazines for the coming year. The business will be placed by the Detroit Branch of the J. Walter Thompson Agency.

The Chicago, Milwaukee & St. Paul Railroad is placing 600 inches in papers in the Southwest, through Lord & Thomas, of Chicago.

Lord & Thomas, New York, are sending Northwestern papers orders for 500 inches, to be used by the Cole Manufacturing Company.

The Butterick Publishing Company is extending its advertising to the South, using 5,000 lines. R. M. McMullen, of New York, handles the account.

### CHICAGO NOTES.

F. Meyer Boot & Shoe Co., Milwaukee, is using 8 inches in Sunday issues, during the months of October to April. Orders are placed by Otto J. Koch, of that city.

Read Mfg. Co., Kalamazoo, Mich., is sending out copy direct to agricultural papers to advertise its hay press and other goods it manufactures.

Lord & Thomas are placing copy for the Colfax Hotel, Colfax, Ia. Dailies are used in the Middle West.

E. Burnham, 67 Washington street, is planning a new campaign. Formerly he advertised one agent in each town. Now when his contract expires he cannot get exclusive agency. He will sell everyone and use general publicity copy. The business is placed direct.

J. L. Stack, Chicago, is sending out some additional contracts to Western papers for Wm. Wrigley Company.

E. H. Clarke is using 5,000 lines in the South.

Kuppenheimer copy is going out for the dailies through the Mahin Adv. Company.

Gundlach Agency is sending out schedules for the D. D. D. advertising. Dailies and weeklies are used. The list is a large one.

Robinson Mfg. Company, Snowflake Bldg., Toledo, is sending out thirteen-time orders of 100 lines or more each time, to appear in Sunday editions.

The Western Newspaper Union, controlling the Kellogg and Western Lists of 4,768 weekly newspapers throughout the country, just issued a very neat catalogue of these papers, accompanied by an interesting map showing at a glance the location of these papers, said to reach fifteen million people.

Gundlach Adv. Agency, Tribune Bldg., is placing in farm papers 201 lines for a cream separator known as the Babson Cream Separator.

Lord & Thomas are sending out additional orders for the Chicago, Milwaukee & St. Paul Ry. Contracts are for 1,000 lines, and farm papers are used generously.

Montgomery Ward & Co. are sending out additional contracts through J. L. Stack, Heyworth Bldg., Chicago. Farm papers and mail-order papers are being used mostly.

Grand Rapids Vet. School, 38-40 Lewis street, Grand Rapids, Mich., is placing business direct. Small copy and farm weeklies and monthlies, mail-order papers are receiving this business.

Babson Phonograph is using large space again this fall through the Gundlach Agency. Large list of papers is being used for this advertiser.

Crowbridge & Niver, Chicago, are using farm papers. Their contract calls for 400 lines. Business is being placed by the Lord & Thomas Agency.

Lord & Thomas are placing contracts for Funsten Bros. & Co., St. Louis, Mo. Business is being sent to farm papers.

Herpicide Company is renewing its contracts for next year. The Morse Advertising Agency has this account.

McJunkin Agency, 167 Dearborn street, is adding additional papers to the list already selected for Russell Brewster Company advertising. Daily papers are receiving this business.

#### BOSTON ITEMS.

The P. F. O'Keefe Agency is handling an appropriation for the advertising of the Democratic Campaign in Massachusetts. Three hundred inches are used in all the dailies and weeklies of the state.

This agency is also contracting with a large list of general magazines for

next season's advertising of the Colt Fire Arms Company, Hartford, Conn.

Orders have gone out for half-page and page copy, covering the fall months, to leading magazines for the advertising of the Leslie Manufacturing Company, Boston, manufacturers of a new safety razor. The orders are placed by the Nelson Chesman Company, of New York.

A few special publications are being used by the Belle Mead Farm, Bedford, Mass. The account is handled A. C. Thegan Agency.

Some additional contracts are being placed by H. E. Ayres & Co., 164 Federal Street, for the advertising of Magee Ranges.

Yearly contracts for the advertising of the Plymouth Rock Squab Company are being sent out by the H. B. Humphrey Company.

Contracts for twelve months' advertising are being placed this month by N. W. Ayer & Son for the advertising of Fred'k K. Horsford, horticulturalist, Charlotte, Vt.

Colonial furniture is being advertised in high-grade magazines by Peter Emerson, Boston. The account is handled by the Wyckoff Advertising Company.

## The Most Economical and Effective Way to Reach the *Office Appliance Dealer* and the *Retail Stationer*

Both these important fields have been united in the circulation of *one* publication, making it easy to cover them completely at *one price* and through *one medium*—the

## INLAND STATIONER BUSINESS EQUIPMENT

The cream of the office appliance and stationery trades, as well as the most discriminating purchasing agents, are actual paid-in-advance subscribers to *INLAND STATIONER—Business Equipment*. It is edited by one of the best known men in these lines in the country, and every article in it is selected for its *usefulness* and *value*—it contains absolutely no "piffle." A line from any interested manufacturer will bring him some facts worth knowing.

**INLAND STATIONER**  
120-130 SHERMAN ST., CHICAGO

THE LEADING THEATRICAL WEEKLY

**VARIETY**

The only theatrical paper reaching the desirable class of readers.

Publication Office  
1536 BROADWAY, NEW YORK CITY

"A Daily Newspaper for The Home."

**The Christian Science  
MONITOR**

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.  
News service from both Associated Press and United Press AssociationNew York Office: 1 Madison Ave.  
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

**Northwest  
Business**

Are you sure your next advertising campaign is so planned as to cover the central portion of this great Northwest section of the United States? Will you

**KINDLY LOOK  
IT UP?**

See if you are going to get what is coming to you out of the Walla Walla country—The Center of the Central part of the Northwest. Cannot be covered except by the

**Morning Union  
and  
Evening Statesman**

WALLA WALLA, WASH.

Warren Mansfield &amp; Co., Portland, Maine, are using page copy in November and December publications, soliciting orders for their high-grade jewelry. This account is now being placed direct.

Wood, Putnam &amp; Wood are using seventy-five line copy in special book publications for the H. M. Caldwell Company.

Renewal orders are being placed by Wood, Putnam &amp; Wood for the advertising of the Hetherston Importing Company. Four and a half inches 2 t a w for six months is to run in Massachusetts daily newspapers.

This agency is also contracting with newspapers for the advertising of Regal Life to the Hair.

The J. T. Wetherald Agency is conducting an extensive campaign in New York City for the Paxton products. This agency is also making plans for some additional advertising for Vinol.

The Wyckoff Advertising Company is sending out orders to newspapers for 170 inches of space on the Emerson Shoe Company's advertising. This is placed in connection with local dealers and contracts are made only with newspapers in towns where the goods are sold.

Dr. John W. Grady, Billerica, Mass., is using newspapers in New England for the advertising of Grady's Pure Malt &amp; Rye. The business is placed direct.

**ST. LOUIS-KANSAS CITY NOTES.**

The Gardner Advertising Company, St. Louis, is sending out orders for the Santol Chemical Company, same city, to daily newspapers published in the Central West and East, and a selected list of magazines. Seventy-four line display copy is being used in metropolitan dailies, and copy of various sizes, including a few half-page ads, are being used in the magazines.

H. W. Kastor &amp; Sons' St. Louis office is placing orders in a list of large dailies for the Sain Chemical Company, same city. Thirty-one-line display copy is being used in Sunday editions.

The Kaw Sign &amp; Manufacturing Company, of Kansas City, is using classified space extensively in a large list of Sunday newspapers. The Horn-Baker Advertising Company, same city, is placing the advertising.

The Sapa Chemical Co., St. Louis, is sending out renewal orders through H. W. Kastor &amp; Sons, same city, for one hundred lines to metropolitan dailies and weekly editions of dailies.

Renewal orders for the Restoral Chemical Co., St. Louis, are being sent out by H. W. Kastor &amp; Sons, St. Louis office. One hundred and twenty-five-line display copy is being used in metropolitan dailies and weekly newspapers.

# COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

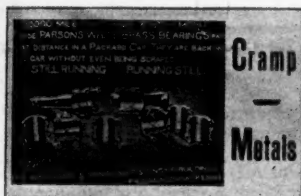
It would be quite excusable, under the circumstances, to say that the Cramp metal devices advertised in this trade-paper ad are somewhat cramped for space—besides being very badly treated in other respects.

There seems to be no good excuse for a concern of magnitude to use a patch-work affair of this nature in its trade-paper space. It presents a very uninviting appear-

Lamp here advertised and slammed it down in a pool of dirty water—but such isn't the case.

This is a badly vignettized half-tone printed in a magazine which, perhaps, does not pay any too much attention to make-ready or which found itself unable to do anything with a poor cut.

This dirty-looking illustration spoils the entire advertisement. A clean-cut line-drawing or silhou-



NO. 1.

ance and is unlikely to be closely examined by anyone who has any purpose in life except to kill time.

Yet, the story behind the advertisement is a good one—the brass bearings shown in the picture ran 30,000 miles on a Packard car without even being scraped.

An advertisement with so much meat in it deserves a neat, clean, strong display such as is illustrated by design No. 2.

\* \* \*

At first glance you might think that someone took the Almond



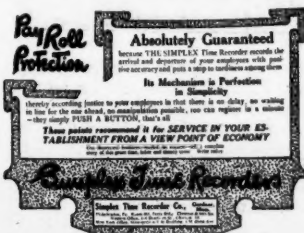
NO. 2.

etted half-tone would have printed well in the magazine, the article advertised would have shown up more clearly and been of some assistance in helping to sell it.

A cut of this kind—and a great many such are used—detracts attention from the merits of the goods by its own imperfections.

\* \* \*

A person who is unacquainted with the mechanism and operation of a time-recorder cannot say with certainty whether a design like that used in the accompany-



ing advertisement has anything at all to do with time-recorders—but the chances are that it has not.

This seems to be a case of using a design simply because it is a design, and not because it has anything to do with the case. This peculiar border is not artistic or attractive. It does not help to set off the display—in fact, it obscures it. It does not invite the eye or tempt the beholder to read the advertisement.

Time-recorders are very well advertised by pictures which show what they do and how they do it, but a design of this nature is a detriment to an advertisement instead of a help.

\* \* \*

The man in this Willard Storage Battery advertisement does not commend himself very highly as a person one would care to associate with—it is a good thing that his last match went out, as he would undoubtedly look far better in the dark.

Leaving the man out of the question, however, this advertisement is peculiar inasmuch as practically all of the space is devoted to advising the motorist to use electric lights.

If the Willard Storage Battery Company made the only electric



**"MY LAST MATCH"**  
USE ELECTRIC LIGHTS  
AND KEEP YOUR MATCHES  
ALSO YOUR PATIENCE  
CONSULT THE  
WILLARD STORAGE BATTERY CO. Cleveland, O.

lights in existence there would be some kind of excuse for an advertisement of this kind.

As it is, practically the entire ad is devoted to advertising all electric lights and no reason is given why the Willard product should be chosen or preferred.

This space would be far better utilized if it were occupied by a really attractive design and a few facts as to why the Willard Storage Battery Company makes a product with qualities which would commend themselves to the automobile-using public.

\* \* \*

One of the tests of a really effective design is that it shall stand



**ROOFINGS**  
We are Exclusive Agents for  
**PAROID**  
the celebrated water proof, spark proof, acid proof, fume proof, heat and cold proof roofing. Contains no tar, will not stain rain water. If your dealer does not sell it write to us for free samples and prices.  
**F.T. CROWE & CO.**  
SEATTLE SPOKANE

reproduction for a small space without losing its value.

Here is a simple little advertisement of Paroid Roofings which occupied, in the original, practically the same space as it does here—and looked well.

Lack of space would not permit anything elaborate or particularly artistic, but it did not prevent, in this instance, the strength and effectiveness so necessary in a small advertisement.

Thomas H. Chi'd, special representative, New York City, has added the *Farmers' & Drivers' Journal* to his list of weekly farm papers. The issue of Thursday is entitled the "Farm Magazine Section," going to the corn belt farmers, and starting with a circulation of 45,000.

The New York *American* on September 28th, in the middle of the Hudson-Fulton celebration, issued a souvenir edition of the most thorough and splendid kind. Seventy-two pages were contained in the edition, with five sections in colors. A long list of articles by most notable men and women of prominence were contained in the issue, which ranks as one of the finest special editions ever published.

The Benjamin and Kentnor Company, special representatives, have just added the *Utica* (N. Y.) *Observer* to their list.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,**  
Omaha, Neb. Newspapers and Magazines.

**ALBERT FRANK & CO.,** 25 Broad St., N.Y.  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertis-  
ing of all kinds placed in every part of the world.

**R. H. Macy & Company**  
advertising in  
**Cuba and Porto Rico**  
through The  
**BEERS ADVERTISING AGENCY**  
**OF HAVANA, CUBA**  
New York Office: 66 Beaver Street, Room 801  
Geo. W. DYER, Representative

### ADVERTISING MEDIA

**THE Ladies' Home Journal,** is the greatest  
advertising medium in the world.

**THE Saturday Evening Post** always brings re-  
sults. The Curtis Pub. Co., Phila.

**THE Textile Manufacturer,** Charlotte, N. C.,  
leading textile publication South. Circula-  
tion increased 50% past year.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for  
20 years the coal trades' leading  
journal. Write for rates.

**THE** circulation of the **New York World,**  
morning edition, exceeds that of any other  
morning newspaper in America by more than  
100,000 copies per day.

### The Bank Advertiser

Has a national circulation to banks exclusively.  
C. K. Auracher, Publisher, Cedar Rapids, Iowa.

### AD WRITERS

**Business comes faster** when using  
ads. WM. D. KEMPTON, 100 W. 76th St., N.Y.

### BOOKS

**DICTIONARY OF ENGRAVING**—most  
helpful book in an advertising man's library.  
Handy volume size, 108 pages, unique makeup,  
75c. postpaid. Engraving information chart (see  
Printers' Ink 29 Sept 25c. postpaid. WILLIAM  
HENRY BAKER, P. O. Box 160, Cleveland, O.

### BUSINESS OPPORTUNITY

**WANTED**—A partner with \$5,000 to invest  
in a well selected new Printery and Bindery  
in El Paso, Texas, with view of adding stock of  
office supplies. El Paso is high and dry, and  
one of the best localities in the world for those  
suffering from pulmonary or asthmatic troubles.  
Full invoice of office and references furnished  
on request. Address: HARRIS LITHO-  
PRINTING CO., El Paso, Texas.

### COIN CARRIERS

### GET THE CASH

**"THE LEONARD"** with the subscription order.  
Also used with Want ad  
dept 1,000 any Printing,  
\$3.25; 5,000 any Printing,  
\$10.00. Samples free. DE-  
TROIT COIN WRAPPER  
CO., 4 John R. Street, Detroit, Mich.

### ENGRAVING

**KITAB ENGRAVING CO. (Inc.),** 401 Lafay-  
ette St., New York, makers of half-tone,  
color, line plates. Prompt and careful service.  
Illustrating. TELEPHONE: 1664 SPRING.

### FOR SALE

**JOB SHOP** two years old in large prosperous  
Southern city. Highly profitable business  
established in fine work. Equipment will in-  
ventory about \$4000.00. Good reason for sell-  
ing. Address, "P. R. T.," Printers' Ink.

### ALMANAC PLATES

For Sale at a bargain. Complete set of 14  
Almanac plates, size 7x4 inches, consisting of  
calendar, signs of the zodiac, eclipses, stars, etc.,  
and the 12 months. In good shape—only used  
for 10,000 impressions. Cost \$43.00; will sell  
for \$25.00. Send for proofs. ULLERY & CO.,  
Brattleboro, Vt.

### HELP WANTED

**WANTED**—Circulation Manager with ideas  
adapted to trade paper work. Good open-  
ing for first-class man. Address, giving expe-  
rience and salary expected, Box No. 132, care  
Printers' Ink.

**POSITIONS OPEN**—For manager, Ia., \$40;  
Pa., \$40. Advg. man, agency experience,  
southern city, \$50; O., \$25; Ill., \$25; Okla.,  
\$30. Circulation, O., \$20; Ill., \$25; N. J., \$25;  
Tex., \$20. Magazine ed., N. Y., \$50 up; repub-  
lican writer, N. Y., \$35; financial ed., O., \$30  
up; Sunday ed., Pa., \$30. Also positions for  
reporters, linotype operator, etc. Booklet free.  
FERNALD'S NEWSPAPER MEN'S EX-  
CHANGE, Springfield, Mass.



**WANTED**—A first-class solicitor for advertising on a paper 25 years old, 90,000 circulation in a town of 90,000 inhabitants, 75 miles from New York. State experience, age, salary expected. Address "H. B. G., Printers' Ink."

### ADVERTISING MANAGER WANTED

by large corporation. To take charge of publication of house organ, trade paper advertising, catalogue work and general publicity. Must be thoroughly conversant with printing and engraving methods. Address, stating experience and salary expected, "Box 73," care of Printers' Ink.

## Advertising Man

for Western field; one who knows advertising and merchandising; a thoroughly able solicitor who can close contracts.

A high-grade position at a substantial salary for the right man. Give fullest particulars in confidence.

**"HIGH GRADE,"**  
**CARE OF PRINTERS' INK**  
(Chicago Office)

### IMITATION TYPEWRITTEN LETTERS

#### **Our Imitation Typewritten Letters Will Increase Your Business!**

**THEY** have that "live," "actual typewritten" appearance—the kind that are read. And note the prices, when you send us your letterheads PREPAID: 100 copies, 65c.; 200, 90c.; 300, \$1.10; 500, \$1.45; 1000, \$2.75. We do the Imitation Typewritten Work (limit of words on page 400) and return to you PREPAID. Or we will furnish letterheads printed to order and do the Imitation Typewritten Work and send you PREPAID at the following prices: 100 copies, \$1.40; 200, \$1.85; 300, \$2.40; 500, \$3.25; 1000, \$4.75. Letterheads are printed in black ink and letter in purple ink on good bond paper. Write for specimens and literature today. P. FRANKLIN MERCANTILE CO., Huntington, Pa.

### MISCELLANEOUS WANTS

**WANTED**—Printers to send 25c for 50c book, "Points for Printers." 40 pp. WM. L. BLOCHER, Dayton, Ohio.

**\$25.00** will be paid by us for any effective suggestion for advertising for our seed (vegetable and flower) and plant business which is acceptable for use by us in 1910. VAUGHAN'S SEED STORE, P. O. Drawer V, Chicago.

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

### PATENTS

#### **PATENTS that PROTECT**

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

## PATENT WHAT YOU INVENT

**ONE CLIENT MADE \$85,000 LAST YEAR.** Our free books tell **WHAT TO INVENT** and **HOW TO OBTAIN A PATENT.** Write for them. Send sketch for free opinion as to patentability. We advertise your patent for sale free. **WOODWARD & CHANDLER**, Reg. Att'ys, 1208 "F" Street, Washington, D. C.

### POSITIONS WANTED

**ADVERTISING MAN** desires change from uncongenial surroundings. Large experience with direct advertisers, agencies and soliciting. Campaigns planned. References the best. "RESULTS," care Printers' Ink.

**ADVERTISEMENT WRITER**, ambitious young man, desires to get practical experience. Powell graduate, willing to go anywhere. Address, A. C. FABIAN, East Gary, Indiana.

**EXPERT** accountant and advertising man desires to connect with some good concern as accountant and advertisement writer. University graduate. Highest references. Address "C. A. F.," care Printers' Ink.

**I WANT** a position with some publishing or advertising concern which needs a man who can write sales producing copy, who can develop selling ideas, who has a record for doing things well. Address "N. I. B.," care Printers' Ink.

**EXPERIENCED** plan man; agency work, direct advertisers and soliciting; campaigns planned; desires change to more pleasant surroundings. Highest references. If you want an experienced man answer this today. Address, "EXPERIENCED," care Printers' Ink.

**YOUNG MAN** (\$5), college graduate, wishes position with business or publishing house; in or near New York City; three years experience in clerical and newspaper work; understands advertising in all its branches; salary: not less than \$25 a week. Address: "F. S. A.," 188 Main street, Orange, N. J.



I DESIRE to secure a position for my son, William S. Child, with an advertising agency, special representative or in a publisher's office in New York City. He is 18 years old and was with Lord & Thomas of New York for two months. Address Thomas H. Child, special representative, Room 1111, Flatiron Building, Phone 5568 Gramercy.

I want to get in touch with some manufacturer or other large advertiser who is not satisfied with the returns his present publicity-investments are bringing in. I am not an advertising agent, advertising solicitor or advertising theorist. I am a practical, thoroughly experienced advertising man capable of taking hold of big things and pushing them through to success. My ten years' association with all branches of advertising—newspaper, magazine and trade development, is worth a great deal to any concern who will avail themselves of my services. At this time I am with a nationally known but ultra-conservative manufacturing house with whom I have reached the limit of advancement. I am not satisfied that my full earning capacity has been reached and I am looking for a broader, bigger opportunity. My record is clean. My work has always been unusually productive.

The concern with whom I am anxious to associate myself is one whose advertising affairs are sufficiently extensive to justify the price of my employment. The correspondence of such a concern is earnestly invited. Address "B. S. S." care PRINTERS' INK.

CAN you use a young man in the Advertising or Sales End of your business; one who has had experience?

Am an American (born and bred), 34, unmarried. For over four years (nearly five) I've been in the General Sales Office of a large manufacturing concern, in New York, as copy writer—correspondence, circulars, advertisements, etc.

Believe I've been successful, am now drawing \$2,000 a year—we'll pass the salary question till I've made good, then I'll leave it to you what I'm worth.

A change in administration has me looking—will be at liberty about January 1st, 1910, but can leave sooner.

Want to connect with a "Live" concern, preferably in New York.

My present employer will give you his personal opinion of my work.

Have you a place I can fill?

"LOYAL," care Printers' Ink.

## PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

## PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

## PUBLISHING BUSINESS OPPORTUNITIES

## TRADE JOURNAL

with big future now available on account of owner's other interests — leading paper —

Gross business over \$30,000 and increasing. Can pay 20 per cent in careful hands. It should increase in value to \$100,000 in the next four years.

PRICE, \$35,000.

## HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Aniston, Evening Star.** Quantity and quality circulation; leading want ad. medium.

**Birmingham, Ledger,** dy. Average for 1908, 19,270. Best advertising medium in Alabama.


**Montgomery, Journal,** dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

## ARIZONA


**Phoenix, Republican.** Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## COLORADO

**Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 58,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram,** daily average for Sept., 1909, sworn, 12,911. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

**Meriden, Journal,** evening. Actual average for 1907, 7,743; average for 1908, 7,726.

**Meriden, Morning Record and Republican.** Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

**New Haven, Evening Register,** daily. Annual sworn average for 1908, 15,864; Sunday, 12,867. First 6 months, 1909, 17,080 copies daily (sworn).

**New Haven, Union.** Average 1908, 16,326; E. Katz, Special Agent, N. Y.

**New London, Day,** ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

**Norwalk, Evening Hour.** Average circulation exceeds 3,450. Sworn statement furnished.

**Waterbury, Republican.** Average for 1908, Daily, 6,326; Sunday, 6,243.

## DISTRICT OF COLUMBIA

**Washington, Evening Star,** daily and Sunday. Daily average for 1908, 34,762 (© ©).

## FLORIDA

**Jacksonville, Metropolis.** Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union.** June dy 17,742; Sun 19,839. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## GEORGIA

**La Fayette, Messenger.** Weekly. Average circulation, 1908, 2,541.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more he said?

**Champaign, News.** Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breder's Gazette,** a weekly farm newspaper. \$1 75. Average sworn circulation first 9 months, 1909, 77,767 and all quality. Rate, 35 cents, flat.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,018; for 1908, 4,097.



Chicago *Examiner*, average 1908, Sunday 602,377, Daily 165,407, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, *Herald*, evening and Sunday morning. Average for 1908, 6,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 30,911.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409. First six months, 1909, 4,963.

## INDIANA

Evansville, *Journal-News*. Average, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average, 1,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average Sept. 1909, 10,271. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. Sept., 17,079. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, 12,664; Sunday, 14,731.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

## KANSAS

Hutchinson, *News*. Daily 1907, 4,670; 1908, 4,835. E. Katz, Special Agent, N. Y.

## KENTUCKY

Lexington, *Herald*. D. av., 1908, 7,194. Sunday, 8,255. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*. Average for 1908, evening, 5,445, Sunday 6,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 43,940.

## MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average, 1,294,438.

Augusta, *Kennebec Journal*, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, *Maine Woods and Maine Sportsman*, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, *Evening Express*. Average for 1908, daily 14,451. Sunday *Telegram*, 10,061.

## MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,870. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,395. For Sept., 1909, 81,964.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. 176,297; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



## BOSTON TRAVELER

Established 1825.

Average circulation for June, 1909, 102,645. Gain over June, 1908, 17,027.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

# In Boston It's *The Post*

SEPTEMBER, 1909, Averages

**Boston Sunday Post**  
**249,565**

Gain of 15,158 Copies  
over September, 1908.

**Boston Daily Post**  
**296,072**

Gain of 27,654 Copies  
over September, 1908.

**Human Life**, The Magazine About People.  
Guarantees and proves over 200,000 copies monthly

**Clinton, Daily Item**, net average circulation  
for 1908, 3,099.

**Fall River, Globe**. The clean home paper. Best  
paper. Largest circ. Actual daily av. 1908, 7,473.

**Lawrence, Telegram**, evening, 1908 av. 3,949.  
Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year  
1907, 16,522; 1908, average, 16,396. Two cents  
Lynn's family paper. Circulation far exceeds  
any Lynn paper in quantity or quality.

**Salem, Evening News**. Actual daily average  
for 1908, 18,232.

**Worcester, Gazette**, eve. Aver. first 5 months,  
1909, 14,878; Largest evening circulation.

**Worcester, L'Opinion Publique**, daily (©©).  
The only Gold Mark French daily in the U. S.

## MICHIGAN

**Detroit, Michigan Farmer**. Read by all  
Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot**, Aver. Aug., 1909, daily  
9,169, Sunday 9,965. Greatest circulation.

**Saginaw, Courier-Herald**, daily. Only Sunday  
paper; aver. for 1908, 14,390. Exam. by A. A. A.

**Saginaw, Evening News**, daily. Average for  
1908, 19,886; Sept., 1909, 22,238.

## MINNESOTA

**Duluth, Evening Herald**. Daily average  
23,003. Largest by thousands.

**Minneapolis, Farm, Stock and Home**, semi-  
monthly. Actual average for six months ending  
Oct. 1, 1909, 101,500.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



**Minneapolis, Farmers' Tribune**, twice-a-week.  
W. J. Murphy, publisher. Aver. for 1908, 23,370.



**Minneapolis, Journal**, Daily

and Sunday (©©). In 1908 average daily circulation evening

only, 75,639. In 1908 average

Sunday circulation, 72,419.

Daily average circulation for

Sept., 1909, evening only,

73,911. Average Sunday circulation

for Sept., 1909, 75,671.

(Jan. 1, 1908, subscription rates

were raised from \$4.80 to \$6.00

per year cash in advance. The

Journal's circulation is absolutely

guaranteed by the American

Newspaper Directory. It

goes into more homes than

any other paper in its field.



**Minneapolis, Svenska Amerikanska Posten**.  
Swan J. Turnblad, publisher, 1908, 83,341.

**CIRCULATIN** **Minneapolis, Tribune**, W. J.  
Murphy, publisher. Established  
1867. Oldest Minneapolis daily.  
The Sunday *Tribune* average per  
issue for the year ending December,  
1908, was 68,300. The daily  
*Tribune* average per issue for  
the year ending December, 1908,  
was 90,117.



## MISSISSIPPI

**Biloxi, Herald**, evening. Average circulation  
for 1908, 1,008. Largest on Mississippi Coast.

## MISSOURI

**Joplin, Globe**, daily. Average, 1908, 18,948.  
E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press**. Circulation, 1908,  
38,320. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist** (©©), Mc. Henry  
R. Strong, Editor and Publisher. Average for  
1908, 9,167. Eastern office, 508 Tribune Bldg.

**St. Louis, National Farmer and Stock Grower**,  
Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,870.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 25,021.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1906, 18,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,586.

Buffalo, *Courier*, morn. Average, Sunday, 91,447, daily, 81,604; *Enquirer*, evening, 24,070.

Buffalo, *Evening News*. Daily average for 1908, 24,473; 1907, 24,843; 1908, 24,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 5,132.

Mount Vernon, *Argus*, eve. Daily av. cir. 6 mos. ending June 30, 1909, 5,089. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 6,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 7 months ending July 31, 1909, 10,823.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 200,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 10 months to October 1909, 6,800; August, 1909 issue, 20,000.

The World. Actual average, Morning, 345,424. Evening, 400,172. Sunday, 483,335.

Poughkeepsie, *Star*, evening. Daily average for first five months 1909, 4,827; May, 6,342.

Rochester, *Daily Abendpost*. Largest German circulation in state outside of New York City.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1908, 18,760.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 24,087; Sunday, 40,951.

★ Troy, *Record*. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical Contractor*, mo. Average for 1908, 2,853.

Utica, *Press*, daily. Otto A. Meyer, publishes. Average for year ending Jan 1, 1909, 18,274.

OHIO

Ashtabula, *Amerikan Sanomat* Finnish. Actual average, 11,120.

Cleveland, *Ohio Farmer*. Leads all farm papers in paying advertisers. 100,000.

Cleveland, *Plain Dealer*. Est. 1841. Act. daily and Sunday average 1908, 78,321, Sept. 1, 1909, 84,262 daily; Sunday, 104,093.

Columbus, *Midland Druggist*. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average, 21,217.

Springfield, *Farm and Fireside*, over ¼ century leading Nat. agricult'l paper. '08, 463,716.

Youngstown, *Vindicator*. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, 6,859; for 1908, 6,859. E. Katz, Agent, N. Y.

Oklahoma City, *The Oklahoman*. 1908 aver., 26,988; Sept., '09, 21,321. E. Katz, Agent, N.Y.

OREGON

★ Portland, *The Oregonian*, (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Sept. NET PAID circulation, daily, 40,868, Sunday average, 81,120.

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

★ Erie, *Times*, daily. Aver. for 1908, 18,487; Sept., '09, 18,956. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.

★ Harrisburg, *Telegraph*. Sworn average Sept., 1909, 10,431. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

★ Johnstown, *Tribune*. Average for June, 1909, 12,874. Only evening paper in Johnstown.

## Philadelphia Bulletin

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

NET AVERAGE FOR SEPTEMBER

# 245,375

COPIES A DAY

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

**Philadelphia, The Camera**, is the only best photographic monthly. It brings results. Average for 1908, **6,323**.

**Philadelphia, Confectioners' Journal**, mo. Average 1907, **8,814**; 1908, **8,817** (©©).

Only one agricultural paper in the United States—the **FARM JOURNAL** of Philadelphia—has been awarded *all four* of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The **FARM JOURNAL** is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the *best agricultural paper*; was awarded the Gold Marks because advertisers value it more for *quality* than quantity.



**Philadelphia, The Press** (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily **Press** for June, 1909, **101,753**; the Sunday **Press**, **169,976**.

**Washington, Reporter and Observer**, eve. and morn. dy. av. '08, **11,724**. They cover the field.

**West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1908, **15,844**. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York, Dispatch and Daily**. Average for 1908, **18,471**.

### RHODE ISLAND

**Pawtucket, Evening Times**. Average circulation, 1908, **18,185**—sworn.

**Providence, Daily Journal**. Average for 1908, **20,210** (©©). Sunday, **25,861** (©©). **Evening Bulletin**, **43,373** average 1908.

**Westerly, Daily Sun**, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., **6,086**.

### SOUTH CAROLINA

**Charleston, Evening Post**. Actual daily average 1908, **4,389**.

**Columbia, State**. Actual average for first six months, 1909, daily (©©) **14,490**, Sunday (©©) **14,951**.

**Spartanburg, Herald**. Actual daily average circulation for 1908, **2,992**.

### SOUTH DAKOTA

**Siox Falls, South Dakota Farmer**. Best Mail Order Medium. The only weekly farm paper in the state.

### TENNESSEE

**Knoxville, Journal and Tribune**. Week-day av. year ending Dec. 31, 1908, **15,885**. Week-day av. November and December, 1908, **16,909**.

**Memphis, Commercial Appeal**, daily, and Sunday, average first 6 mos., 1909: Daily, **48,080**; Sunday, **70,015**. Smith & Budd, Representatives, New York and Chicago.

**Nashville, Banner**, daily. Average for year 1906, **31,455**; for 1907, **36,204**; for 1908, **36,564**.

### TEXAS

**El Paso, Herald**, March aver. **10,002**. Only El Paso paper examined by A. A. A.

### VERMONT

**Barre, Times**, daily. F. E. Langley. Average for 1908, **4,776**. Examined by A. A. A.

**Burlington, Free Press**. Daily average for 1908, **8,803**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier, Argus**, dy., av. 1908, **3,327**. Only Montpelier paper examined by the A. A. A.

**Rutland, Herald**. Average, 1908, **4,556**. Only Rutland paper examined by A. A. A.

**St. Albans, Messenger**, daily. Average for 1908, **3,122**. Examined by A. A. A.

### VIRGINIA

**Danville, The Bee**. Av. 1908, **3,056**; Sept., 1909, **3,767**. Largest circulation. Only evening paper.

### WASHINGTON

**Seattle, The Seattle Times** (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, cir. of **65,353** daily, **81,582** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. In 1906-'07-'08 **Times** beat its nearest competitor **6,997,466** lines.

**Tacoma, Ledger**. Average 1908, daily, **18,732**. Sunday, **28,729**.


**Tacoma, News**. Average for year, 1908, **18,768**.

WISCONSIN.

*Janesville, Gazette.* Daily average, Sept., 1909, daily, 5,358; semi-weekly, 1,809.

*Madison, State Journal,* daily. Actual average for 1908, 5,090.

*Milwaukee, Evening Wisconsin,* daily. Average for July, 1909, 40,907 (©). The great Home Paper of Wisconsin.

 *Milwaukee, The Journal,* evs., Ind. daily. Daily average for 12 mos., 58,787; for Sept., 1909, 61,784; daily gain over Sept., 1908, 5,140. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

*Oshkosh, Northwestern,* daily. Average for April, 1908, 9,848. Examined by A. A. A.

*Racine, Journal,* daily. Av. for 12 months ending July 1, 1909, 4,513; June, 4,640.

 **THE WISCONSIN AGRICULTURIST**

Racine, Wis., Established, 1877. Actual weekly average for year ended June 30, 1909, 60,762. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

*Cheyenne, Tribune.* Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,429.

BRITISH COLUMBIA

*Vancouver, Province,* daily. Av. for 1908, 15,923; Sept., '08, 16,408; Sept., '09, 15,976; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

*Winnipeg, Free Press,* daily and weekly. Average for 1908, daily, 37,098; daily Aug., 1909, 41,697; weekly 1908, 37,425; Aug. 1909, 25,081.

*Winnipeg, Der Nordwesten.* Canada's German news'r. Av. 1908, 17,645. Rates 56c. in.

*Winnipeg, Telegram,* dy. av. for 6 mos. to Apl. 30, '09, 26,445. Weekly, same period, 25,510.

QUEBEC, CAN.

*Montreal, La Presse.* Actual average, 1908, daily 99,239, weekly 46,935.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph.* 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star,* Washington, D. C. (©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Daily News* is Chicago's Want Ad Directory.

INDIANA

## THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word.  
Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



## MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Sept., 1908, amounted to 228,172 lines; the number of individual ads published were 31,544. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



**CIRCULATION** THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 8 months ending August 31st, 1,449,994 lines of classified advertising. Rates: 1 cent a word, cash by Am. News- with order;—or 10 cents a line, paper Di'tory where charged—daily or Sunday.



## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 31,351. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

## (○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (○○).

## ALABAMA

The Mobile *Register* (○○). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (○○).

## GEORGIA

Atlanta *Constitution* (○○). Now as always, the Quality Medium of Georgia

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*Grain Dealers' Journal* (○○), Chicago, the grain trade's accepted medium for "Want" ads.

*The Inland Printer*, Chicago (○○). Actual average circulation for 1908, 15,866.



KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 1,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1890. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Engineering News* (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1906, 96,349; *The Sunday Press*, 133,984.

THE PITTSBURG  
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk *Landmark* (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,556, flat rate.

The *Globe*, Toronto (☉☉), morning, evening, and weekly editions, cover Canada.

# Billposting in the United Kingdom

Facts speak volumes. Many of the largest and most important houses in the United Kingdom entrust their billposting to these offices. Because after trying other ways and means they are satisfied that no other organization is better than ours.

And we are trying to break our own records. Every year we improve something. Our inspectors are more and more experienced. Our warehouse is now under the same roof with our general business. Every detail is administered from this address.

Our Branch offices cover the country.

Our relations with Billposters are excellent.

We confidently believe that by right selection of districts and stations, by care and judgment in designing suitable bills, by efficient inspection and maintenance, we can make a Billposting appropriation go as far as any one in the country, and perhaps a little further.

We shall be pleased to submit Billposting references.

Some present Billposting accounts:

Fels Naptha	Colman's Mustard
Force	Edward's Soup
Bovril	Lazenby's Sauce
Camp Coffee	Rowntree's Cocoa, etc.

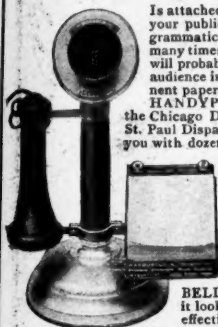
**S.H. BENSON, LTD**  
Professional Advertisers  
**KINGSWAY HALL**  
**LONDON, W.C.**

Telegrams: "SPURTS, LONDON"

## Advertise Your Paper to Advertisers

The men who use display space—the women who use want ads. are called on the phone or themselves call others many times each day. Every time the phone is used there are several minutes spent getting connections—"holding the wire"—idle minutes when the eye and mind both seek occupation.

## The Belden Telephone Handypad



Is attached to the phone in the natural line of vision. The name of your publication on the iron frame of the pad—concise, amusing, epigrammatic statements about your service and circulation, will be reread many times daily. When the wait is long every leaf in the whole pad will probably be gone over for amusement. Can you depend on your audience in any other line of publicity? A number of the most prominent papers in the country have used THE BELDEN TELEPHONE HANDYPAD to build up their advertising columns. It helped to make the Chicago Daily News, Chicago's Greatest want ad paper, and put the St. Paul Dispatch way in the lead in St. Paul. We will be glad to furnish you with dozens of letters from men who manage the advertising of big city Newspapers. All testify to the value of the pad.

### Every Telephone Subscriber Wants a Handypad

THE BELDEN TELEPHONE HANDYPAD is the only practical useful, advertising souvenir—something that people really want and use. Telephone subscribers will go to a good deal of trouble to get one. The price for this effective publicity is only the original cost of the pads. And that is extremely reasonable. **Send for our free booklet.** It illustrates every style in which THE

BELDEN TELEPHONE HANDYPAD is made. Shows how it looks on the phone—tells prices—explains why it is the most effective advertising medium—write today.

**BELDEN MFG. CO., 4 Michigan Street, Chicago**

STANDARD TYPEWRITER

**THE Writerpress Company** (INC.)  
350 Writerpress Bldg.  
BUFFALO NY USA

Mr. Business Man,  
Anywhere.

Dear Sir:

The Writerpress produces from 1800 to 2000 actual type-written form letters an hour and by a new method possible only with this machine, names and addresses can be printed at the same time the body of the letter is run off, assuring a perfect match and saving cost of having names filled in on typewriter.

By means of the Direct Inking Carriage which can be attached to any Writerpress most of your office printing can be done in your own office when you want it, in the quantity you want it and at about 1/3 the cost.

The Writerpress can save you much for you as your highest paid employee. Let us send you full information and samples of its work.

Very truly yours,  
THE WRITERPRESS CO.  
*E. R. Lerner*  
Pres.



## Christmas COMFORT

*For December,*

the title page of which representing the wise men offering the first Christmas gift to the infant Christ is reproduced in miniature above, will be the best holiday number we ever issued.

### ***COMFORT'S Readers Are Looking for It***

expectantly for the entertainment and good cheer we have promised, and will preserve it for its instructive and inspiring contents.

### ***December COMFORT will be a Strong Puller***

in any and every line, including Christmas novelties, as its regular mailing time is opportune to bring its advertisers holiday trade from the large infusion of

### ***New-Blood Subscribers***

which is swelling its subscription list at this season.

The last two issues of COMFORT carried their full limit of advertising, and late orders had to be left out for lack of space.

Forms close Nov. 15. Send order through any reliable agency or apply direct to

New York Office: 1105 Flatiron Bldg.  
WALTER A. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.  
AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.  
FRANK H. THOMAS, Representative